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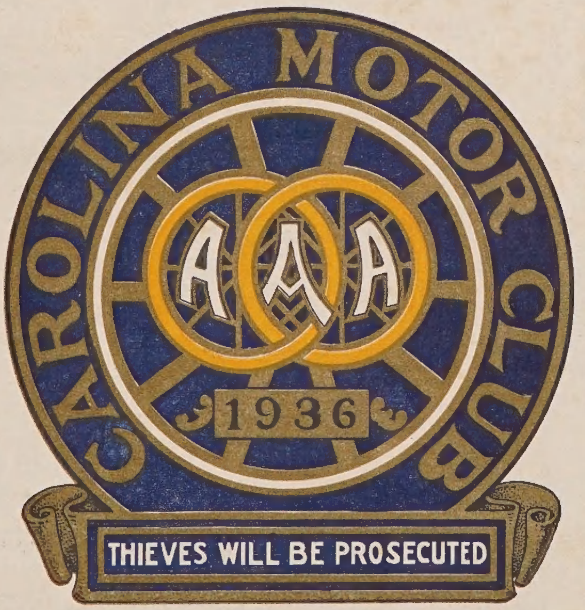
CAROLINA MOTORIST

PUBLISHED MONTHLY BY CAROLINA MOTOR CLUB, INC. HEADQUARTERS: GREENSBORO, N. C.

A BUSINESS ORGANIZATION DEVOTING ITS ENTIRE RESOURCES TO BETTERING CONDITIONS FOR MOTORISTS IN THE CAROLINAS. A MEMBERS' CLUB NOT CARRIED ON FOR PROFIT

A Mark of Distinction



(Actual Size)

Radiator Emblem of
CAROLINA MOTOR CLUB, Inc.

Announcing This Publication Beginning With a November Number

Announcing Carolina Motorist

Published Monthly by The Carolina Motor Club, Inc., Headquarters, Greensboro, N. C.

The management of the Carolina Motor Club, Inc., is pleased to announce that the official publication of the Club will be published without any delay.

This make up is to show the style and size of this new publication.

The purpose of this publication is to carry to the Motorist late and valuable information which they desire. The several departments to be conducted include Stories of Motor trips by Carolina Motorists.

Timely Hints to Motorists.
Question Kolum, and Answers.
What to see by Motor in the Carolinas, Illustrated.
List of Official Garages of Carolina Motor Club who will render free emergency road service.
List of Official Branches.
List of Official Hotels.
Description of Carolina Roads.
Legislative Matters.
Auto Exchange Department.
Limited amount of advertising.
List of Legal Representatives.

The primary purpose of the CAROLINA MOTORIST is to be of value to the Motorists of Carolina and those who visit Carolina.

Advertising will be accepted because it will be a most excellent advertising medium, and further because Motorists are interested in reading advertisements of articles that are of value to them.

On a recent date there were 230,840 passenger cars registered in the Carolinas, and 23,799 motor trucks.

The Carolina Motorist will be the only publication issued for the exclusive benefit of the Carolina Motorist and the motorists we invite to visit the Carolinas.

Each membership in the Carolina Motor Club carries with it a year's subscription to this publication.

Non members may receive it on payment of subscription price of $1.00 per year in advance.

5000 copies will be published and circulated. Until the membership of the Carolina Motor Club reaches that number the Management guarantees to circulate the number above the membership to passenger car owners in the Carolinas, 10 per cent of the number will be sent to motor clubs and organizations who have occasions to direct tourists, and to out of state tourists direct.

The Carolina Motorist will be attractively prepared and illustrated. Every effort possible will be made to make this feature of the Carolina Motor Club exceed the greatest expectations of the members.

The first issue will begin with November, and the forms for that issue will close about November 5th, and we hope the issue will be ready for mailing by the 15th.

Advertising rates are in keeping with the circulation, and will be gladly furnished on request.

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What People Say About The Carolina Motor Club

EXTRACTS from letters addressed to President Sternberger of the Carolina Motor Club. These are comments from only a few of the many letters received.

From Mrs. Edith Vanderbilt, Biltmore, N. C.:

"The organization of this Club has interested me very much from the time it was first proposed and I am in sympathy with its aspirations and the work it can do, for I feel it has great opportunities.

"I accept with pleasure the appointment as First Vice-President of the Club.

"Thanking you for having invited me and wishing you all success, I am"

From C. E. Taylor, President Wilmington Saving & Trust Co., Wilmington, N. C.

"Yours of September 19th received. I am always anxious to assist in any way the building up of our State and solely with that idea in view it will be a pleasure to serve on the Board of our newly organized Carolina Motor Club. With the better roads in North Carolina this club should enjoy a wide field of usefulness and I am confident that **in the course of a year or two its membership will include practically every automobilist in North Carolina.**

"Wishing you every success in the undertaking and hoping that you will call upon me freely when I can be of service, I remain"

From E. D. Pitcher, Secy.-Treas. Carolina Cotton & Woolen Mills, Spray, N. C.

"I have great pleasure in enclosing application for membership in the Carolina Motor Club, together with my check, as a sustaining member.

"I shall be glad to be of whatever help I can to the New Club."

From A. M. Lumpkin, Attorney, Columbia, S. C.

"I am enclosing herewith my membership dues for one year. I hope very much that this organization will meet the needs of the motorist and feel sure that it should have great success in its efforts.

From Tom C. Hamer, Attorney, Bennettsville, S. C.

"I shall be glad to serve and lend any little influence I may have toward trying to make it go. I have read the By-Laws and am convinced that it is a good thing, provided it gets in the beginning the proper support.

"I have often wished that there was some way to get Road Hogs and reckless drivers, to my mind in the way this plan has been thought out, is a good one and in the right direction. Co-operation and education, and in some instances the law."

From Chas. M. Upham, State Highway Engineer, Raleigh, N. C.

"And to say that I think there is a great demand for such an organization. Several states have already organized motor clubs and have found the advantages to be many. If I can be of any assistance to you please feel free to call upon me.

"Wishing you the best of success in your undertaking, I remain with kindest regards."

From J. Elwood Cox, President Commercial National Bank, High Point, N. C.

"I have read the outline enclosed of the proposed Carolina Motor Club and think well of it. I can readily see how such an organization may be of great use to automobile owners."

From Frank Page, Chairman State Highway Commission, Raleigh, N. C.

"I am very glad indeed to assure you of our co-operation in any way possible with your organization."

From C. A. Burnham, American Wood Working Machinery Co., Greensboro, N. C.

"I believe this organization is the best thing that has been gotten up in many a day and I am certainly with you."

Carolina Motor Club Founded on The Right Plan

According to judgment of some of the most successful Motor Club Organization Executives, the Carolina Motor Club has been founded on the right plan to make it successful and serviceable to the member.

An organization of this structure was needed because of the peculiar conditions of the Carolinas. There are no great cities. The Carolinas are made up of many good growing towns. We have good roads and the people travel the roads. Because of this an organization was needed to cover the Carolinas, that might render service to the member wherever he may be. This plan will produce a membership large enough to have great influence in bringing about adjustments of benefit to the car owner, and it will have sufficient revenue with which to accomplish real results.

Of course there are some jealous, some prejudiced, some skeptical, and the doubters. In time we will be able to convince the most skeptical that this is the right plan. There is no room for jealousy and prejudice in the Carolinas. The Carolina Motor Club offers a most splendid opportunity for us to get closer together, to work together and develop together. From letters already received we have every reason to believe that a majority of the white car owners will see the opportunity and grasp it by becoming a member of this organization, which has been founded on genuine unselfishness and is not operated for profit, but is a member's organization.

First Members, Carolina Motor Club

FOLLOWING is given some of those who were first to express confidence in the Carolina Motor Club by joining it. This list cannot be given complete for many are being added daily. This list is given to show that the very best of business men and women believe in the soundness of this plan of organization.

High Point

Cox, J. Elwood, President Commercial National Bank.
Harris, David, Manager H. Harris & Bro.
Hiatt, Houston B., Physician.
Kephart, C. M., Auto Dealer.
Long, Chas. F., Secretary High Point Underwear Co.
McCain, H. W., Mrs.
Peacock, J. R., Sec-Treas., Jones & Peacock.
Tate, Fred N., President Continental Furniture Co.
Tomlinson, C. F., Tomlinson Chair Company.

Burlington

Atwater, J. M., Lumber.
Brown, W. W., Auto Dealer.
Harden, Junius H., President Piedmont Power & Light Co.
Lawson, Ben, Cotton Manufacturer.
Sellars, D. E., Manufacturer.
Therrell, R. H.
Whitehead, R. H.

Gibsonville

Burke, J. W., Department Store.
Cone, Clarence N., Manufacturer.
Hornbuckle, W. P., Automobile Garage.

Durham

Baldwin, R. L., Vice-President Morris Plan Ind. Bank, Mgr. R. L. Baldwin Co.
White, Gilbert C., Consulting Engineer.

Henderson

Comer, George E., Secretary Chamber of Commerce.
Corbitt, R. J., President Corbitt Motor Truck Co.

Asheboro

Ross, Arthur, Building Material.

Bennettsville, S. C.

Hamer, Tom C., Attorney.

Chapel Hill

Chase H. W., President University of North Carolina.

Charlotte

Church, M. L., Cotton Broker.
Crocker, J. B., S. & W. Cafeteria.
Miller, H. O., President Carolina Baking Company.
Webber, F. R., S & W Cafeteria.

Salisbury

Ewing, E. A.
Rouzer, H. A., President Rouzer Motor Company.

Gaffney, S. C.

Meadows, C. D., Brick Manufacturer.

Lexington

Grimes, J. C., Soft Drink Manufacturer.

Lumberton

McLean, Angus W., Attorney and Banker.

Spray

Pitcher, E. D., Cotton Manufacturer.

Thomasville

Finch, T. A., Chair Manufacturer.
Myers, E. C., Traveling Salesman.

Wilmington

Davis, Thos. W., President Carolina Real Estate Trust Co.
Elliott, Geo. B., Vice-President & General Counsel ACL Railway.
Newell, W. H., Jr., Superintendent ACL Railway.
Taylor, C. E., President Wilmington Savings & Trust Co.

Columbia, S. C.

Lumpkin, A. M., Attorney.

Cliffside

Haynes, Chas. H., Cotton Manufacturer.

Rocky Mount

Ramsey, J. B., Attorney.
Scattergood, F. H., Minister.

Wilson

Pettus, Tom, Merchandise Dealer.

Winston-Salem

Baggs, Hokes.
Bahnson, Fred H., Secretary Normalair Humidifier Co.
Gilmer, J. L., Vice-President The Motor Company.
Hall, Jas. E., Minister.
Sheppard, Kent, Secretary-Manager Sheppard Veneer Co.
Pickard, C. G., Wachovia Bank & Trust Company.

Biltmore

Mrs. Edith Vanderbilt.

Gastonia

Armstrong, C. C., Yarn Manufacturer.

Mount Airy

Kochtitzky, E. H., Furniture Manufacturer.

Tarboro

Holderness, Hon. Geo. A.

North Wilkesboro

Smoot, Chas. C., III, Tannery.

Raleigh

Cotten, J. D., Heating Engineer & Contractor.
Morrison, Cameron, Governor.

Goldsboro

Weil, Lionel, H. Weil & Bros., General Merchandise.

Greensboro

Adams, W. M., Plumbing & Heating Contractor.
Alderman, H. L., The Service Press, Inc.
Amole, H. W., Undertaker.
Bain, E. E., Lumber Manufacturer.
Balliett, Carl J., Advertising Manager Vick Chemical Co.
Banks, Chas. A., Jr.
Banner, Dr. C. W., Physician.
Barbour, A. J., Manager Mixer & Company.
Barton, Harry, Architect.
Bernau, R. C. Jr., Jeweler.
Blackwood, F. J., Assistant Secretary Revolution Cotton Mills.
Blue, J. H., President Poole & Blue.
Boyles, J. H., Physician.
Brand, Estes, Assistant Manager Carolina Motor Club.
Brawley, J. W., Treasurer Real Estate & Trust Company.
Burnham, C. A., Representative American Wood Working Machinery Co.
Cannon, W. H., Grocer.
Carlson, C. I., Chiropractor.

Carpenter, H. O., Accountant McGlamery Auto Company.

Cates, J. M., Salesman.

Chamblee, H. M., Secretary-Manager Greensboro Motor Car Co.

Chapin, C. F., Asst. Advertising Manager Vick Chemical Co.

Childs, Harry S., Manager Mattison Machine Works.

Clapp, R. M., President Guilford Motor Car Co.

Cobb, H. V., Traveling Salesman.

Cone, Mrs. Clarence N.

Cone, Herman, Treasurer Proximity Manufacturing Co.

Cone, Julius W., President Atlantic Bank & Trust Company.

Crutchfield, George P., Chief of Police.

Cunningham, J. Harry, President Cunningham Shade Co.

Davis, W. B., Manager Davis Drug Company.

Edwards, C. W., President Gate City Motor Co.

Edwards, H. A., Dentist.

Finley, A. J., Lumber.

Fisher, W. H., Secretary-Treasurer W. H. Fisher Co.

Fry, Fielding L., Insurance,

Fuller, W. H., Treasurer Fuller Lumber Company.

Gant, M. W., Clerk Superior Court

Gilmer, S. L., Real Estate.

Glascock, T. A., President Glascock Stove & Mfg. Co.

Glenn, R. G., Insurance.

Glover, G. S., Veterinary Surgeon.

Gold, C. W., Treasurer Jefferson Standard Life Ins. Co.

Graham, C. W., Secretary-Treasurer General Paper Company.

Hanes, H. L., Manager Hanes Funeral Home.

Harllee, E. C., Harllee Furniture Company.

Harrison, C. G., President Harrison Printing Company.

Harry, Reece P.

Hayes, P. A., President Justice Drug Company.

Hole, R. J., General Manager N. C. Public Service Co.

Hood, Frank M., President Greensboro Music Company.

Hornaday, W. A., Dr., City Milk & Meat Inspector.

Hopgood, F. P., Jr., Lawyer,

Hudson, C. C., Blue Bell Overall Company.

Hughes, Raleigh J., Architect.

Hunt, Thos. C., Secretary-Treasurer Thos. C. Hunt, Inc.

Irvin, N. H. Travelling Salesman.

Kirkman & Cobb, Hupmobile Car Dealers.

Kiser, Claude, Mayor City of Greensboro.

Leitch, T. G., President National Amusement Corp.

Liles, Vander, Supt. Jo. J. Stone & Co.

Lindley, Paul C., President J. Van Lindley Nursery Co.

Lowry, Wade H., Manager O. Henry Hotel.

McAlister, A. W., President, McAlister, Vaughn & Scales.

McClamroch, J. R., Manager The McClamroch Company.

McClamroch, R. S., McClamroch Builders Supply Co.

McGlamery, W. H., Proprietor McGlamery Auto Company.

McGlamery, Mrs. W. H.

McKnight, C. H., President Vanstory Clothing Company.

McLeod, W. T., President McLeod Leather & Belting Company.

McRae, O. B., Chiropodist.

Martin, L. H., Distributor Gulf Refining Company.

Moore, A. K., President A. K. Moore Realty Company.

Morgan, V. B., Cigar Manufacturer.

Miller, C. H., Manager Carolina Baking Company.

Oettinger, E. M., Oettinger Lumber Company.

Oettinger, J. R., Oettinger Lumber Company.

Patterson, E. K., Secretary Greensboro W'hse. & Storage Co.

Patterson, O. W., President The Patterson Company.

Peck, Fred, President General Paper Company.

Pemberton, Tom, Dairyman.

Peete, D. D., Manager Burroughs Adding Machine Co.

Porter, Waldo, Vice-President Greensboro National Branch.

Price, Julian, President Jefferson Standard Life Ins. Co.

Rawlins, J. Max, Auto Repairing.

Richardson, H. S., President Vick Chemical Company.

Ridenhour, W. M., Secretary Greensboro Bank & Trust Co.

Roberts, C. W., Secretary Chamber of Commerce.

Roberts, W. A., Manager W. A. Roberts Film Company.

Ross, E. P., Auditor Jefferson Standard Life Ins. Co.

Scales, J. P., Proprietor Guilford Hotel.

Schiffman, H. A., Optician.

Simmonds, Harry, Architect.

Sloan, R. G., President R. G. Sloan Motor Co.

Smith, Chester A., Traveling Salesman.

Stansbury, G. L., Manager Huntley-Stockton-Hill Co.

Sternberger, E., President Revolution Cotton Mills.

Stevens, J. F., Secretary Gate City Building & Loan Association.

Stone, J. M., Odell Mill Supply Company.

Stone, Whitt R., Vice-President Jos. J. Stone & Co.

Sutton, C. R., Auto Dealer.

Tatum, B. B., Transfer.

Trotter, Mrs. W. L.

Turner, J. P., Medical Director Jefferson Standard Life Ins. Co.

Varnon, Robt. M., Manager Army Salvage Warehouse Company.

Vaughn, R. G., President American Exchange National Bank.

Ward, A. D., Sales Manager Greensboro Motor Car Co.

Washam, C. J., Manager Orange Crush Bottling Company.

Watt, Arthur, Secretary Southern Life & Trust Company.

Wharton, C. R.

White, W. O., With Cone Export & Commission Company.

Wilkins, J. D., Building Material.

Wyrick, S. T., Secretary Jos. J. Stone & Co.

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To Prospective Members

This announcement of the CAROLINA MOTORIST is being sent to a select list of automobile owners, who are cordially invited to become members of the Carolina Motor Club.

Until we could present to the members and the prospective members some of the details of the organization plans we have with-held the solicitation of members. The enrollment of members is now in order.

Without any special effort memberships have been received from the very highest type of business men and women in 28 towns in the Carolinas; more than one hundred and fifty of them. We anticipate an enrollment of 1000 during the month of November. It's the duty of every Carolina automobile owner to take an active part in the building up of this great organization. It belongs to the Motorist and will do the things the majority of them want done.

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Branches and Information Services

Just as soon as it is practical Branches of the Club will be established in communities where there are 50 or more members, and Information services will be established in all communities where it will be of service.

Already the Club has received two Universal display fixtures which will be placed as soon as the matter can be prepared for them. Others have been ordered, and eventually wherever you travel in the Carolinas you will know there is a place in every community where you can go and study the latest map and bulletins regarding roads and their conditions.

In some towns this Automatic Road information service will be placed in a leading hotel, in some it will be placed in the Chamber of Commerce. We want to place them where they will be of the greatest service to the man or woman who travels in the car.

A cut of the first display of fixtures which has been purchased is shown below.

EMERGENCY ROAD SERVICE

Within a short time the CAROLINA MOTOR CLUB should designate Official garages in substantially every section of the Carolinas ready day and night to either start a member's car or tow it to our nearest official garage without charge.

Touring Bureau

This bureau should be made of great service within a very short while. Our own scout cars should check practically every road in the Carolinas, side roads as well as main roads. Road maps, weather reports and guaranteed road condition information will be available in most every community. This Bureau will furnish literature and maps to Motor Clubs throughout the country and would mean the bringing of many tourists to the Carolinas.

Emblem and Reward

The greatest deterrent to the Automobile thief is the emblem of Motor Clubs, with its significant offer: "Thieves will be prosecuted," is a warning that a thief respects as much as he does the officer. They know that if it is humanely possible the Motor Clubs will help get him.

Legal Aid

From unjust traffic prosecution to the adjustment of insurance disputes, any legal questions involved in the ownership or operation of your car may be submitted to such a Department which will be quickly established.

Membership Bail Card

Your membership card in the Carolina Motor Club will be the open door to some 800 Clubs. Arrangements will be made (as have been by other clubs) whereby this membership card may be put up as bail in event of arrest of member for traffic or other vehicle law violation. It will save you from having to put up the cash or accompanying an officer to a station house.

Speed Traps

To warn members of speed traps and defend them when unjustly prosecuted in speed traps.

Safety and Courtesy

Efforts will be made to bring about more courtesy on the part of automobile and especially truck drivers, thru a specially conducted COURTESY CAMPAIGN. Similar efforts will be made in a campaign for safety with the Motorist and citizens in general.

Publication

The Club's monthly publication "CAROLINA MOTORIST" will be worth many times its cost, which will be furnished members free. It will contain valuable information for the motor car owner. Logs of interesting trips to take for the week end. What to see and where to see it. It is anticipated that this publication will also have a large circulation outside the membership.

Tourist Camps

The Club will immediately take up the subject of establishment and maintenance of tourist camps in various parts of the Carolinas. It is also anticipated that some camps will be established for the exclusive use of members and their guests, where they may take week end motor jaunts.

Laws and Ordinances

It will be the initial work of the Club to get the Legislators of the two States to enact a law requiring a Certificate of Title to all Vehicles. To adopt an Uniform Traffic Law. To enact an Anti Theft Law with keen teeth in it. To investigate all other laws and taxes as they affect the motor vehicle owner.

PLAN OF ORGANIZATION

The Carolina Motor Club will always be a members' Club and not carried on for profit. It will be incorporated immediately.

The organization plan provides for a membership covering both North and South Carolina, with a Board of Directors, Executive Committee and Officers elected from the two States.

The First Annual Meeting will be held in May, 1923.

Memberships

Limited number of Honorary memberships may be granted.

Life members will be those paying at one time $250.00.

Sustaining or voting members shall be those paying $25.00 or more annually. There is no difference in service or privileges.

ACTIVE MEMBERS shall pay $10.00 annually in advance.

Branches

Information Service or Branches will be established in those communities where such services are needed and all expenses of maintaining them will be paid by the Club. In communities where there are 50 or more members a local advisory committee shall be elected.

General Interest

It will be the duty of the Club to look after the best interest of its members in every way possible,

A Good Investment

A membership at $10.00 per year will be one of the best investments which any automobile owner can possibly make—cost less than 3 cents a day.

Application for Membership in Carolina Motor Club

Carolina Motor Club, Greensboro, N. C.: Date________________________1922

I hereby make application for SUSTAINING (or) ACTIVE membership in the Carolina Motor Club, and agree to pay $25.00 (or) $10.00, for one year's dues, $1.00 of which is included for one year's subscription to CAROLINA MOTORIST. This application is made with the understanding that my membership be renewed each year unless I send letter of resignation on or before the date of expiration. I also agree to return Club emblem and other Club property that may have been furnished me, should I resign. I agree to abide by the By-Laws and Rules of the Club.

Signed ______________________________

Business______________________________ Phone____________

Residence______________________________ Phone____________

Mailing address ____

Proposed by ______________________________ (Check) (Cash) ______________

This application must be accompanied by **check or currency.** GET A RECEIPT.

EMERGENCY ROAD SERVICE

What It Is

The Emergency road service will alone be worth the price of every member's membership fee; the knowing that you have, even if you never use it.

The definite rules and regulations regarding this service have not yet been fully worked out, but they contemplate rendering a free emergency road service to every member who has with him or her at the time of the emergency, a membership card showing dues paid up and if the signature on the card compares with the holder and if the description of the car as shown on the membership card compares with the car in trouble.

It is contemplated that this emergency road service shall be rendered free within a radius of 5 miles of an Official Station.

On call of the member the Official Garage shall send a Mechanic who will try to get the car to run on its own power, if this cannot be done in a period of thirty minutes after the service man reaches the car, he shall tow it into the Official Garage without cost to the member. After the car reaches the garage the responsibility of the Club ceases.

Emergency Road Service does not mean that a member may call at an Official Garage and expect free service, or that the service man may be called to his home. It means just what it says "FREE EMERGENCY ROAD SERVICE," that is, service when in trouble on the road.

All the Official Garages will be officially designated by a special sign. All Official Garages will be listed each month in our publication and a small handy card will be furnished each member with the name, address and phone numbers of all such Official Garages. The same Directory will be given of the Club's legal representatives.

In time we hope to have branches, Official Garages and Legal Representatives so covering the Carolinas that a member will never be outside of the five mile limit.

Before Official Garages are designated they are subject to inspection. They must be competent, with full equipment for work on all make of cars, deal fair and courteously with their customers and give full measure and weights. Before a garage is designated it must execute a contract with the Club whereby it promises faithful service. The designation of a garage will be a distinctive recognition of that garage's responsibility and service.

CAROLINA MOTOR CLUB, Inc.

Headquarters, Greensboro, N. C.

A QUIZ

Who Stopped the National Horsepower Tax on Autos?

The A. A. A.

How Much Did It Save The Autoist?

From $8 to $40 a year.

Who Blocked the National 2-Cent Gasoline Tax?

The A. A. A.

How Much Did That Save the Autoist?

$10 a year, if he drives a Ford; if a heavier car, up to $25 a year.

Who Financed the Fight?

The A. A. A.

Who Reaped the Benefit?

Every Automobile Owner in the U. S.

Who Is the A. A. A.?

Members of the Carolina Motor Club and other automobile clubs, banded together into the Automobile Association of America.

Will You Help Carry on This Work?

Become a member of the Carolina Motor Club and you may.

Hold Up Your End—

JOIN NOW

CAROLINA MOTOR CLUB, Inc.

Headquarters—GREENSBORO, N. C.

Branches everywhere in Carolinas soon as they can be established.

CAROLINA MOTORIST

PUBLISHED MONTHLY BY CAROLINA MOTOR CLUB, INC. HEADQUARTERS GREENSBORO N. C.

A BUSINESS ORGANIZATION DEVOTING ITS ENTIRE RESOURCES TO BETTERING CONDITIONS FOR MOTORISTS IN THE CAROLINAS. A MEMBERS CLUB NOT CARRIED ON FOR PROFIT

For Christmas

Give a Membership in

CAROLINA MOTOR CLUB

USEFUL ALL THE YEAR

PROVIDES:

Ornamental Radiator Emblem with reward of $50 if members' car is stolen.
Free emergency road service.
Membership Card good for bond.
Membership in American Automobile Association
Legal Assistance.
Free road maps and information.

PRICE 10 CENTS

GUILFORD HOTEL

In the Heart of

♥

GREENSBORO'S BUSINESS SECTION

The Most Convenient Place To Stop

OUR DOUBLE SERVICE

CAFETERIA and CAFE

is the best patronized and most talked about

DINING SERVICE

In North Carolina

Everything in Season Served

At Reasonable Prices

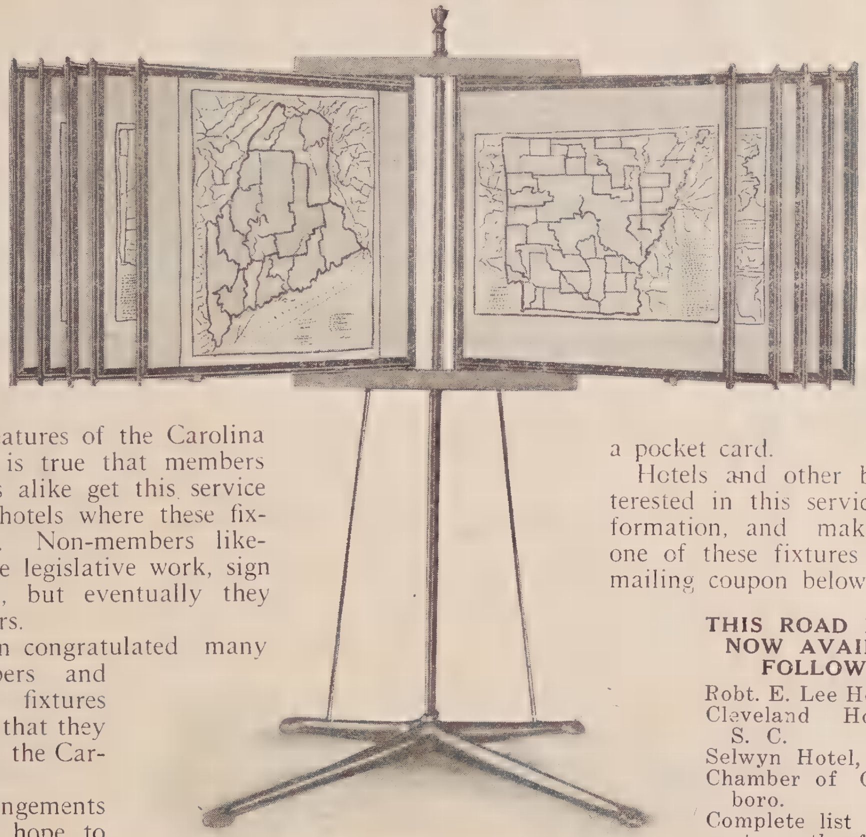
GUILFORD HOTEL COMPANY

M. W. STERNE, Manager

Road Information Fixtures Being Placed Throughout Carolinas

Here is illustrated picture of one of the permanent steel road display or information fixtures that have been placed by the Carolina Motor Club in prominent Hotel lobbies.

There is kept posted on this fixture maps of North and South Carolina together with weekly bulletins on each state giving conditions and location of detours and roads. A bulletin of the Southeastern Section is posted monthly. Highway maps of the Southeastern Section and the United States are posted on this fixture.



This is one of the attractive and serviceable features of the Carolina Motor Club. It is true that members and non members alike get this service by going to the hotels where these fixtures are placed. Non-members likewise profit by the legislative work, sign and safety work, but eventually they will all be members.

We have been congratulated many times by members and tourists on these fixtures and are convinced that they fill a great need in the Carolinas.

As soon as arrangements can be made we hope to have these display fixtures in the most prominent hotels and automobile shops throughout the Carolinas. Beginning in the next issue we will publish each month the hotels and other places where these fixtures are placed. This same information will be published on a pocket card.

Hotels and other business places interested in this service may obtain information, and make application for one of these fixtures by filling in and mailing coupon below.

THIS ROAD INFORMATION IS NOW AVAILABLE AT THE FOLLOWING PLACES

Robt. E. Lee Hotel, Winston-Salem
Cleveland Hotel, Spartanburg, S. C.
Selwyn Hotel, Charlotte.
Chamber of Commerce, Greensboro.
Complete list will be published next month after delivery of fixtures is made.

Clip Coupon and Write Us About This Today

Carolina Motor Club,
Greensboro, N. C.

Please send me information as to how the undersigned may obtain, and have you maintain, one of the road information fixtures described above.

Name ________________________ Address ___________________

Every Promise Fulfilled

Service Now Available That Were Hardly Expected for Several Months.

The dream of having in the Carolinas one great, strong, influential body of motor car owners has come true. At the time the founders of the Carolina Motor Club were working on plans for an organization that would really function, that would render a real definite service to the members, that would have members enough and sufficient income to do with, that would be a great force for good in the Carolinas; they dreamed of developing such a body that in a year or so would be able and prepared to render the services and carry out the ideals of the planners. In three months their dreams have come true. Today there exists in the Carolinas an organization with a solid foundation, constructed along financial lines that assure success, operating with a view, not of making profit for a living soul, but with a view of putting every cent of income into service to the members.

Today, without any great publicity methods or hurrah campaigns, the Carolina Motor Club has developed into an organization with several hundred members, and adding many every day. Branch Managers are now in charge of a number of towns, Official Garages have been contracted with, Legal Counsel appointed, road information display fixtures installed at various important points, road maps have been printed and circulated, information has been placed in various information and travel bureaus in parts of the country. Police Officials have signed written agreements to honor membership cards of the Club as an appearance bond up to $50.00. Radiator emblems are ready and carry reward of $50.00 should members' car be stolen. Every member is provided with membership in American Automobile Association. The monthly publication is ready.

And so, every promise has been made good in a time much shorter than anticipated. Every definite service is now at the command of the member, and in less than three months time. To accomplish this, much work had to be done by your volunteer workers.

It is with modest pride we announce to all our members that the machinery of your organization is now in operating order. We solicit your comments and suggestions for improvements and new activities of the Club.

C. W. ROBERTS,
General Manager and Secretary.

CAROLINA MOTORIST

Vol I November-December, 1922 No. 2-3

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CAROLINA MOTOR CLUB, Inc.

CAROLINA MOTOR CLUB
AAA
1936
THIEVES WILL BE PROSECUTED

Headquarters, Greensboro, N. C.

One dollar per year. Ten cents the Copy. Membership in Club includes subscription.

THE CAROLINA MOTOR CLUB is a business organization devoting its entire resources to the bettering of conditions for motorists in the Carolinas. A members' club, not carried on for profit.

OFFICERS

Elected at Organization Meeting to serve until Annual Meeting, May, 1923.

President, E. Sternberger, Greensboro, N. C.

Ist Vice-President, Mrs. Edith Vanderbilt, Biltmore, N. C.

2nd Vice-President, A. M. Lumpkin, Columbia, S. C.

3rd Vice-President, H. O. Miller, Charlotte, N. C.

Treasurer, Waldo Porter, Greensboro, N. C.

Secretary, C. W. Roberts, Greensboro, N. C.

Staff at Headquarters

C. W. Roberts, General Manager.

Estes Brand, Assistant General Manager.

H. B. Hoge, Special Representative

The Carolina Motor Club has a Board of Directors of 17, an Executive Committee and will have a Board of Advisors of 100 scattered over the Carolinas.

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WELCOME

A sincere welcome is extended to every member of the Carolina Motor Club. Your Officers, elected to serve for the first year, are grateful for the expression of confidence which so many of the best business men and women of the Carolinas have shown.

That such an organization as the Carolina Motor Club was needed, and will fill a prominent place, has been fully demonstrated to those who are handling the affairs of your organization.

The management is happy to have every one of you, and no effort will be spared to make you just as happy that you have become one of us.

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IT'S YOURS

You know this is yours, it's not mine, not ours, not his or hers, it's a club of members, not carried on for profit. So far not one single Officer has received a single penny salary, commission or otherwise. The time necessary to build this organization has been given. Of course the employees have been paid for their services.

Since the date this organization was founded, September 15th, twelve ambitious and energetic young men and young women have been employed to handle the numerous details in connection with the building and operating of a large new organization.

They are working with unusual interest in their duties and performing a service which we hope all our members will fully appreciate.

o

We would have less difficulty with our traffic if every driver would practice the Golden Rule.

Six years ago there were only one and a half million automobiles in this country. Today there are eleven million.

There are more than 231,000 automobiles registered in the two Carolinas, and more than 23,000 motor trucks.

The difference between motoring now and motoring 15 or 20 years ago is that nowadays you come back.

Organized automobile owners are a power invincible—individually he is helpless.

The time is coming fast when any motorist not having an emblem of some club on his car or a membership card in his pocket will be held up to ridicule or looked upon with suspicion by the motoring public. Every motorist has been saved $100 to $300 every year through the organized efforts of the automobile clubs in the United States. This is a fact which can be proven at any time and the man who says that he does not get anything for his money is not fair to himself for he hasn't investigated.

Tragedy Receipt

Take one reckless, natural-born fool. Two or three drinks of bad liquor. A fast, high-powered motor car. Soak the fool well in the liquor, place in the car and let him go. After due time, remove from the wreckage, place in black, satin-lined box and garnish with flowers.—Walton, Ga., News.

The most prolific causes of accidents are: Speeding, disobeying traffic rules, neglect of brakes and other vital parts, passing street cars and other vehicles on the wrong side and an absence of common sense.

The driver who always wants to "get there first," may presently be allowed to have his way in a dark carriage drawn by horses.

When you are in the hospital it does little good to figure out it was the other fellow's fault.

o

What Your Card and Emblem Includes

One membership in Carolina Motor Club provides service and protection for only one person and one car. In other words if you and your wife drive the same car, an additional card will be provided for the wife and the same service given her, on the payment of $1.00 additional. If you have two cars the service features and reward apply only on the one car listed. The membership fee of $10.00 is based on furnished free emergency road service to one driver and one car. It would not be fair to the members who are owners of one car to give other members of two cars, service and reward protection for the price of one membership.

If you get in trouble on the road and need emergency road service and happen to be in the car that does not compare with the description on your membership card, you will not be entitled to free service. Cards for additional drivers of one car will be provided at a cost of $1.00.

This is a simple rule that applies to all alike and will benefit all alike.

Emergency Road Service

That members might have with them a list of Official Garages and attorneys there has been printed a cardboard folder giving rules and regulations. Copy of this folder is sent each member showing the Official Garages that have so far been accepted as Official. New copies of this card will be forwarded to members from time to time as new Garages are contracted with. Since the publication of the first card others have been added. Garages will be ready for service throughout the Carolinas in the very near future.

Regulations regarding Emergency Road Service are as follows: we quote from card.

"Preserve this card for your own guidance and thereby avoid any misunderstanding with our Service Stations' employees. Do not fail to carry your membership card. No service will be given unless you have it with you when asking for aid. When you require Emergency Service, telephone nearest official Garage listed.

Furnish the Official Garage with the information which is on your membership card.

Our nearest Official Garage will immediately send a mechanic to your aid; he will either start your car so you can proceed under your own power or will tow you to our nearest Official Service Station, without expense to you.

Should you wish your car towed to any other than our nearest Service Station, you must bear the expense after leaving said station.

Your Club is not in the repair business. We only render Emergency Service and agree to do one of two things: Start you under your own power or tow your car to safety. We do not supply parts or accessories of any kind.

If your car is wrecked or disabled so it cannot operate under its own power; if there are broken parts or mechanical defects that cannot be repaired at the roadside within a half hour, our Service man will immediately tow your car to our nearest service station. When it arrives there, our responsibility ceases and you are at liberty to have your car repaired by whomsoever you wish.

In case of a puncture, our Service man will change your tires for you if you have a spare one, or he will put in a spare inner tube and inflate it. In no event will they repair punctures except at the expense of the member.

If the car can operate under its own power, without damage to itself, you are not entitled to our service. You must take it to a garage and arrange for its repair at your own expense.

Should you require gasoline, our Service men will bring you one gallon to enable you to proceed to a gas station. The member pays for the gas, the service being free.

As the name indicates, this is ROAD SERVICE and no service of any kind will be rendered in a private or public garage.

The Club requests that you do not tip our Service men as they are paid by us in every case commensurate with service rendered.

In the case of a wreck where the car is insured, the member must pay the Service Garage for the tow as the insurance company will reimburse him for this.

OFFICIAL SERVICE GARAGES:

All Service Stations used by the Club in rendering you aid are under a bond to the Club guaranteeing to our members preferred service. We will appreciate information and will carefully investigate any lack of service on the part of our Official Garages or discourtesy on the part if their employees.

OFFICIAL GARAGES

Greensboro, N. C.

No. 1. Greensboro Motor Car Co., 315 West Market St. Phone 2500.

No. 7. P. B. Comer Garage, East Market Street, Phone 931.

No. 9. Guilford Motor Car Co., 114 South Davie St.. "Franklin Service Only," Phone 166.

No. 19. Coble & Starr Garage, 533 South Elm Street. Phone 678. ages or discourtesy on the part of

High Point, N. C.

No. 3. White Way Motor Company, Sheraton Hotel Square. Phone 393.

No. 5. Sheraton Garage, Rear Elwood Hotel, 216 High St., Phone 485.

Raleigh, N. C.

No. 8. Motor Service Co. of Raleigh, 310 S. Salisbury St., Phones 777 and 77.

No. 11. Franklin Auto Sales Company, 119 East Davie St., Phone 715.

Fayetteville, N. C.

No. 12. Universal Garage Company, Phone 186.

No. 17. Lewis Motor Car Company, Gilespie Street. Phone 862.

No. 18. J. & N. Motor Company. Phone 75.

Spartanburg, S. C.

No. 15. Magnolia Oil Company, "Whitehouse Service Station." Phone 1486.

New Bern, N. C.

No. 13. Automotive Service Co., 84 Broad St., Phone 866.

No. 14. Willis Motor Company, 104 South Front Street, Phone 287.

Wilmington, N. C.

6. MacMillan & Cameron, Inc., "White Front Garage." Phone 15.

Winston-Salem, N. C.

No. 2. Ideal Motor & Equipment Co., 1024 N. Liberty St., Phone 103.

No. 4. Peddycord Service Station, 115 Third Street, Phone 1874.

No. 10. Franklin Auto Sales Company, 715 Trade Street, Phone 2213.

Additional Official Garages

Are being designated and will be named as speedily as investigations can be made and contracts made with desirable garages.

BRANCHES OF CAROLINA MOTOR CLUB WILL EVENTUALLY BE ESTABLISHED IN EVERY CITY AND TOWN IN THE CAROLINAS

Eventually, to the Carolina Motor Club does not mean a far distant date. Branches are promised in most every city and town in the Carolinas eventually. By this we mean early in the year 1923.

Already rapid progress in this direction has been made. Great care has been and will be exercised in making these appointments. It is with a great deal of pleasure that the Management announces at this time the appointment of managers in the following places:

High Point, N. C., E. K. McJunkin, Branch Manager.

Charleston, S. C., R. W. Hanckel, Branch Manager.

Fayetteville, N. C., A. B. McCormick, Branch Manager.

New Bern, N. C., Clyde L. Walker, Branch Manager.

Roanoke Rapids, N. C., A. L. Clark, Branch Manager.

Raleigh, N. C., J. Vear Mann, Branch Manager.

Tarboro, N. C., George E. Pennington, Branch Manager.

Winston-Salem, N. C., B. F. Webb, Branch Manager.

Wilmington, N. C., J. R. Franks, Branch Manager.

Wilson, N. C., Dan D. Dickinson, Branch Manager.

As soon as there are fifty or more members in a community a local Executive Committee is elected by the local members to co-operate in supervising the local Branch activities.

It is the purpose of the Branches to look after the local needs of the Motor Car owners, and look after the interest of members who may be visiting or passing through the community. Local Branches will take an active part in local civic affairs, doing everything it can to be of help to the Motor Car owners.

Additional Branch Managers are being appointed as rapidly as desirable parties can be selected for these important positions. The General Manager would appreciate recommendations from the members regarding these appointments.

Road Maps and Guides

The Carolina Motor Club is now in position to furnish its members with various road maps.

A supply of new Southeastern Maps issued by A. A. A. has just been purchased. The price of these to members is cost, 15c, and to non members 25c.

We have purchased a quantity of Hobbs Grade and Surface Guides, of one route from New York City to Jacksonville. This Guide gives the condition of every mile of road on this route and indicates the grades, where chains will be needed if wet weather, and much other valuable information. The price of this Guide to members is cost, 8c, and to non members 15c.

Maps of North and South Carolina Highways are ready for distribution by the Club. These are free to members and 5c to non members.

Early in the year the Club contemplates having a new map folder of the Carolinas and Virginia.

Members desiring road information at any point can obtain it by writing headquarters at Greensboro. If the information is not already at hand we will get it quick as possible. We keep on hand copies of blue books and maps of various sections of the United States. Information from members regarding condition of roads over which they may pass will be greatly appreciated.

"Don't Get Hurt" Campaign Coming

Early in the new year the Carolina Motor Club will put on a real, honest-to-goodness "DON'T GET HURT" Campaign, having as its purpose, the elimination of so many automobile accidents.

This campaign will be put on in co-operation with The City Officials and School Authorities. The Carolina Motor Club will furnish the plan and offer some attractive prizes for the best essays prepared on "How Not To Get Hurt."

Special attention will be devoted to the school children during this campaign. We do not want to see another child injured by automobile or any other way. Let's help them to help themselves. They are willing if we will only encourage them.

This Safety Campaign will be something original and will attract much attention when launched in each community, and is certain to result in teaching the children, and grown folks too, to be careful how they walk and how they drive.

Get A New Member

Junius H. Harden, of Burlington, N. C., has been named by President E. Sternberger as General Chairman of the new membership committee.

Already Mr. Harden has been at work and his efforts have produced results.

Chairman Harden is anxious to have each member suggest at least five motor car owners the members are willing to endorse for membership. These suggestions should be sent to Greensboro and Mr. Harden will personally write each one of them.

Chairman Harden further suggests that every member go out and sign up at least two new members between now and January first, so that this young organization will start off the New Year with a large and growing family.

Fill in the following blank and mail today:

J. H. Harden,
Care Carolina Motor Club
Greensboro, N. C.

I recommend and will endorse the following for membership in the Carolina Motor Club. Please write them. I have put an (X) opposite those I have seen. Please send me________ application blanks.

____

____

____

____

____

Signed ________________________

Address _______________________

Have You Been Arrested By Letter?

Our Legal Department is now looking after some arrests of members by letter received from a Constable. When any members receive such a communication they are requested to advise the Carolina Motor Club at once before responding to letter.

The Carolina Motor Club does not favor violations of the law, nor does it favor operation of speed traps. we earnestly request all members to advise us of such speed traps as they may know exist.

Some of our members have been arrested in various parts of the state and required to pay various sums to the arresting constable.

Members express the opinion that these officers should be placed on a salary basis and not a fee basis. This is a matter to receive attention of our Legislative Committee. We would like opinions of members.

Cases of arrest and fine should be reported to your Club Manager at once. If the Club does not have a Manager in your community at this time write headquarters at Greensboro.

Our Emblem

This emblem is made of the very best solid material. It will not crack or fade. It can be substantially fastened to the radiator of your car and will not damage it, on the other hand it will be a mark of distinction.

It is said that thieves in any places respect the Motor Club's emblem just as quick or quicker than they do the presence of an Officer of the law, because they know that if a car belonging to a Motor Club member is stolen that the Clubs and Official Garages all over the United States will be notified and the thief will be caught.

We have purchased a good emblem. It is not cheap in appearance or workmanship, but something really to be proud of.

The Official Radiator emblem will be furnished all members.

Appointments Are Announced

The Management of the Carolina Motor Club makes the following announcements:

Estes Brand, of Greensboro, has been named Assistant General Manager.

H. B. Hoge, Special Representative.

F. R. Hobgood, Jr., and C. R. Wharton, General Counsel.

J. R. Franks, Field Representative, Wilmington, N. C., District.

A. L. Clark, Field Representative Roanoke Rapids, N. C. District.

The General Office of the organization has been established at 102 N. Elm Street, Greensboro, for the present.

Hand Signals for Motorists

By Dr. John A. Harriss

THE need for a simple system of hand signals, to be used by automobile drivers all over the country has long been recognized. Dr. Harriss, the traffic expert who invented the signal towers that control automobiles on Fifth Avenue, New York City, has prepared this simple system of hand signals for drivers.

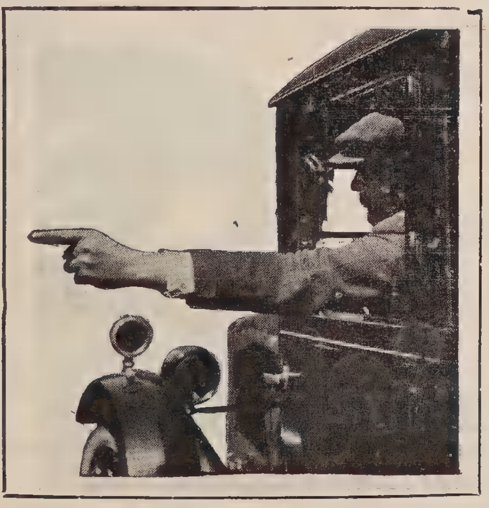
Reprint by permission Collier's. The National Weekly

I AM asked by Collier's to suggest a simple, universal and almost automatic system of hand signals for the automobile driver.

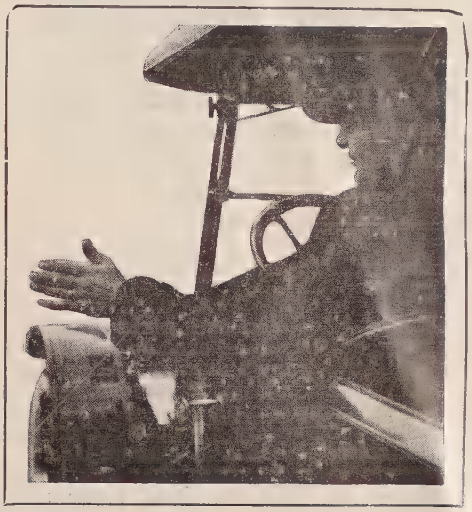
That such a system is needed is increasingly plain to every man and woman who drives a car—yes, and to every man and woman who is driven by someone else.

Let me say at the outset that all wise traffic regulation is based upon the convenience and satisfaction of the motorist, with due regard for the safety of the pedestrian. No system of controlling traffic that does not satisfy intelligent drivers is worth troubling about, or can hope to endure. Cities and towns that disregard this principle hurt their own interests far more than they hurt the automobilist.

In the big cities the problem is how to secure a standardized plan of traffic regulation. It is altogether absurd to have different sets of petty regulations, so that as you drive about the country you never know whether you are keeping inside the law or not. I hope that such a standardization may come as the fruit of such intelligent conferences as was the National Traffic Officers' Convention, held in Oakland, Cal., a few months ago.



LEFT TURN—To signal your intention to turn to the left, extend the arm and point finger to the left



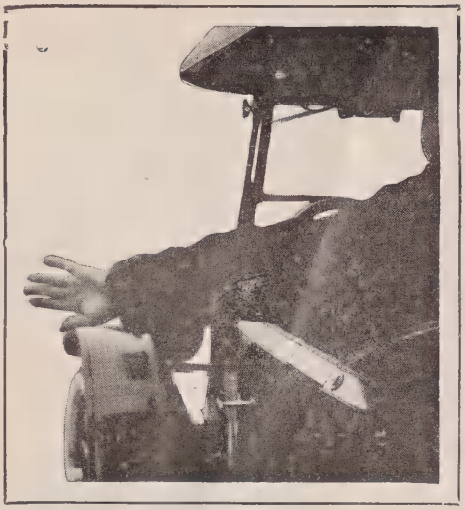
STOP—To signal your intention to stop, extend arm straight out with back of hand to rear of car

It will take considerable time and careful planning to secure the adoption by all municipalities of such standard forms of regulation as have been installed, for instance, on Fifth Avenue in New York City.

But there is one thing that all who drive automobiles can do for themselves. They can adopt a uniform system of hand signals.

It is no new idea. It needs no argument. In the old days of horse-drawn traffic the New York regulations for street traffic provided that "the driver of a vehicle, when slowing or stopping or when about to turn, shall give a timely signal by hand or whip." When the automobile replaced the horse on our roads such signals became still more important and necessary. Today, in most municipalities where there is no statute compelling the use of some mechanical device for signaling, the local regulations contain some clause requiring the use of the hand signal by the driver.

But there has been no uniformity concerning these hand signals. They are hopelessly jumbled. It seems to me that this is the logical place from which to make



BACK UP—First look back to see if the way is clear. Then extend arm with palm of hand to the rear and motion backward

a start at standardizing traffic regulations through the whole country.

In the absence of a common understanding, many drivers fail to signal at all or execute the signals in a perfunctory manner. They make little effort to convey to other people just what particular change they are about to make. Many people signal with the hand stiffly outstretched for every purpose. Others stretch out a hand and wave it about in aimless circles. Such signaling amounts to little more than a warning that the driver giving the signal is about to do something. He puts it up to other drivers to guess just what he means to do. That is unfair. It causes accidents, loss of time and temper. The good sense of American motorists can be depended upon to improve matters. All that is needed is for someone to point the way to a simple and universally comprehensible system. The signals must be "hand signals." The use of horns for this purpose, often proposed, would only lead to confusion.

The system which is proposed here is so plain and comprehensible that it will be found to minimize the chances of confusion. Intelligent drivers will understand it at a glance, and will never forget it. Others can be taught in no time. And such a system, with wide publicity behind it of the type that Collier's can give, will go far to minimizing the risk of common accidents.

It seems to me that only five signals are necessary. I suggest the following:

1. **To Signal Your Intention to Turn to the Left**—Extend the arm and point the first finger to the left.

2. **To Signal Your Intention to Turn to the Right**—Flex the left arm upward at the elbow and point the first finger to the right.

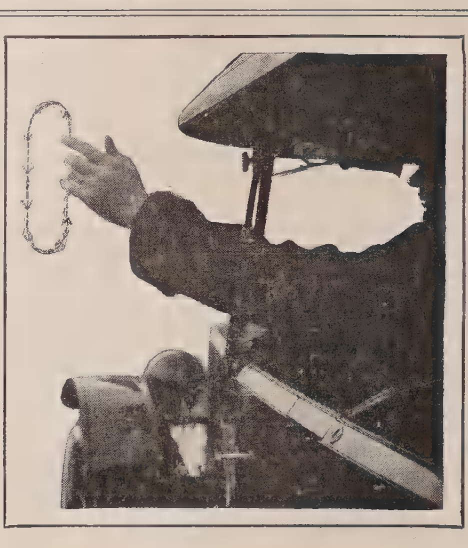
3. **To Signal Your Intention to Stop**—Extend the arm with the back of the hand to the rear of the car.

4. **To Signal Your Intention to Back Up**—Extend the arm with the palm of the hand to the rear of the car, and motion in a backward direction.

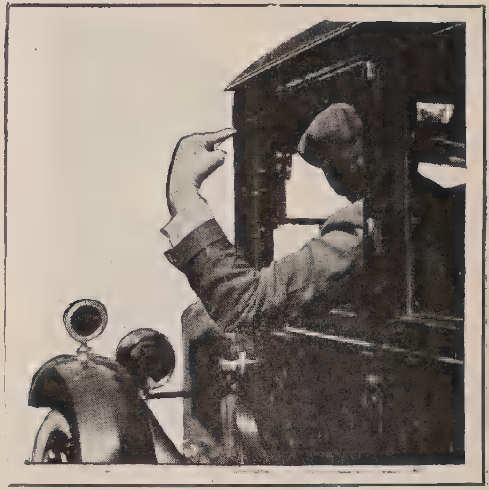
5. **To Signal Your Intention to Turn Completely Around**—Circle the arm and hand three times forward to indicate a turn to be made to the right, and circle three times backward to indicate an intention to make the turn to the left.

There is no need to include here a "come forward and pass me" signal. This is universally made by motioning the hand in a forward direction from the elbow and wrist. It is a gesture that everyone learns in the nursery, and is plainly understood all over the country.

The illustrations attached show more plainly than words the complete simplicity of this system of hand signals, which should be as widespread as is the use of the modern automobile, and which will not only minimize many preventable accidents, but will greatly increase the pleasure of driving for all concerned.



TURN AROUND—To signal your intention to turn completely around, circle arm and hand three times backward



RIGHT TURN—To signal your intention to turn to the right, flex the left arm upward at the elbow and point the first finger to the right

Carolina Motor Club Legislative Program

What is Needed to Help the Motorist? Members are Asked for Expressions

Several suggestions have already been made by members regarding certain laws that should be enacted and some others that should be changed.

Your Club solicits free and full discussion of this subject by everyone. There is given here some of the suggestions already received on which expressions are desired from the members.

FIRST. North and South Carolina should adopt a uniform traffic law that will, so far as practical be uniform with the uniform laws now being enacted in many other states. Such a law would certainly add efficiency to the enforcement of the traffic regulations and make motoring more of a pleasure. Your Club now has on hand copies of the uniform laws as worked out by the National Automobile Chamber of Commerce, the American Automobile Association and other National bodies. Some states have already adopted these laws with few changes.

SECOND: Urge a certificate of Title Act to protect the title to motor vehicles in North and South Carolina; to provide for the issuance of certificates of title and evidence of registration thereof; to regulate purchase and sale or other transfer of ownership; to facilitate the recovery of motor vehicles stolen or otherwise unlawfully taken; to provide for the regulation and licensing of certain dealers in used and second hand vehicles.

Such a law is now in force in fourteen states. Its purpose is chiefly to prevent the sale of stolen cars. It seems reasonable that titles to motor vehicles should be provided just as provided for real estate. The cost of title would be about one dollar. A full discussion of this subject is requested by the membership and motor car owners in general.

THIRD: One of our prominent banker members recommends the enactment of a law to regulate the salaries and fees paid the rural officers in the matter of arrest ofpeople using the highways. The suggestions are made to the club that numerous arrests are made in order to "help business." One member cites his experience recently on the highway between the cities of Charlotte and Gastonia. He declares he was not violating the law, but the officer swore that he was. At any rate it cost him ten dollars for the experience, a part of which the member understands went to the officer making the arrest. Motor car owners, please let us have your expressions on this.

FOURTH: Members report there is no differential on large trucks, equipped with pneumatic tires, over those equipped with solid tires. It is suggested that this pneumatic equipment certainly is much easier on the road, and in most states, at present time there is a differential in their favor.

FIFTH: One member suggests some provision should be made, whereby the county, when operating motor equipment would be liable for damages caused by their equipment when operated contrary to the law, causing damage to the individual the same as any other corporation. One member recently had the experience in which a truck operated by Iredell County Highway Commission, running without lights after dark, ran into an automobile in which he was driving, damaging same badly, fortunately not hurting any of the occupants. The member was unable to recover anything on account of the fact that there is no provision under the law, whereby a county can be held for damages in this case. This should be rectified. Members, give us your experiences so that all will be in the hands of the legislative committee.

SIXTH: The suggestion is made of the absolute necessity of having a law requiring all moving vehicles, whether horse-drawn, or otherwise to carry a light after dark. It is not only unfair to motorist, to be subjected to wagons and buggies and horses, on the road without proper designation after dark, but it is very dangerous to these people.

SEVENTH: Use of two state license plates instead of one is suggested because the state loses so much advertising when the car is in other states, and at times the motorist experiences trouble with small town officials who are not acquainted with our laws and think two plates are required. What's your idea on this, members?

EIGHTH: Licensing of all drivers, including owners of motor vehicles, applicants being required to pass mental and physical examinations and pay a fee of from $1.00 to $5.00 for drivers' license which may be revoked by a traffic court or the Secretary of State. A full expression is especially desired on this item.

NINTH: Regulation and restriction of the operation of motor busses and trucks, on state and inter-county highways. It is suggested that all commercial vehicles should be placed under the jurisdiction of the State Corporation Commission and that commercial vehicles using highways should be dealt with as common carriers; that the size, weight and speed of vehicles should be limited by law and that they should be taxed in direct proportion to the benefits which they derive from the use of the highways. Legislation of this character should not be for the purpose of crippling companies engaged in the business of commerical hauling on country roads. However, it seems only fair that these concerns should be regulated and be required to pay their full part.

TENTH: Legislation limiting the jurisdiction of justices of the peace and curtailing the authority of country constables and village magistrates, who it is suggested by some, conduct speed traps for revenue only.

ELEVENTH: A law absolutely requiring the dimming of bright lights regardless of any anti-glare lense.

TWELFTH: Legislation requiring every driver and owner of a car, operated on the roads and streets to take out liability insurance or give bond for the purpose of protecting an injured person in the event of an accident. This is especially needed for taxi drivers and cars for hire.

THIRTEENTH: Tractors, threshing machines, road rollers, etc., should be required to remove lugs, cleats and spikes from their wheels when the same are operated on brick, cement or asphalt roads and highways. It is mighty poor policy to build a road costing from $20,000 to $40,000 per mile and permit it to be damaged and destroyed by the deliberate actions of a few selfish individuals who might be put to a little inconvenience by the loss of time in removing these destructive spikes before driving on an improved road. The preservation of state highways which have been built at a great public expense, is of paramount importance.

FOURTEENTH: Legislation making it unlawful for any person not a member of the CAROLINA MOTOR CLUB within these states to exhibit or display any membership card, sign, token or other insignia of said Association, with intent to make it appear that he is a member of the CAROLINA MOTOR CLUB, or entitled to any of the benefits or advantages resulting from membership therein; any person violating any of the provisions of this Section will be deemed guilty of a misdemeanor and upon conviction thereof shall be subject to a fine not exceeding fifty dollars ($50.00) for every such offense.

Fill in this Blank and mail today:

C. W. Roberts, Manager,
Carolina Motor Club.

I wish to make recommendations for work of our Legislative Committee as described in letter which I attach. I also wish to voice my opinion on the subjects already recommended as follows:

1 ______________________________
2 ______________________________
3 ______________________________
4 ______________________________
5 ______________________________
6 ______________________________
7 ______________________________
8 ______________________________
9 ______________________________
10 ______________________________
11 ______________________________
12 ______________________________
13 ______________________________
14 ______________________________

Signed ____ Address ____

White Way Motor Co.
High Point, N. C.
Phone 393

Authorized Buick Service
Emblem of Satisfaction

Modern Garage Service
Storage, Wash and Vacuum Cleaning
Gas, Oil, Tires, Accessories
Christmas Novelties
Official Garage, Carolina Motor Club

Buick Model 23 - Four - 38

The Dutch Lunch Shop
105 E. Fisher St.
Salisbury, N. C.

BARBECUE, BRUNSWICK STEW AND SEA FOODS

Reif's Beer on Draught

Coughenhour Brothers Service Station
Service Is Our Motto
GAS, OILS and GREASES
Free Air, Free Water, Free Service
226 E. Innes St.
Salisbury, N. C.

AN OUTRIGHT BID FOR YOUR PATRONAGE

"BUILT
FOR
SERVICE"

On the basis of fair dealing, of superior and friendly service, and banking facilities as good as the best, this bank solicits your banking business.

TO INDIVIDUALS we offer an unusually attractive rate of interest on savings and time deposits—four per cent, compounded quarterly. Checking accounts handled without charge.

TO BANKS we offer our clearing services at cost: our vaults are at their disposal for surplus funds and we are prepared to make quick shipments of money on demand. Interest rates more liberal than the average.

UNDER
UNITED
STATES
GOVERNMENT
SUPERVISION

American Exchange National Bank

BRANCHES AT

GREENSBORO NATIONAL and SOUTH GREENSBORO

BRANCH MANAGERS WANTED

Must Be of Highest Type

It is the plan of The Carolina Motor Club to establish a Branch in every Community in the Carolinas. The Management will go carefully in making these appointments because only the highest type person will be acceptable.

Branch Managers are employed to look after the interest of members in each community, keep headquarters posted on road conditions, and look after developing the membership of the Club in the Community.

Applications with three names for reference should be addressed to

General Manager, Carolina Motor Club, Greensboro, N. C.

GREENSBORO MOTOR CAR COMPANY

The Motorist's Department Store

SALES

VALVE-IN-HEAD
Buick
MOTOR CARS

SERVICE

Our recent APPOINTMENT as the first Official Garage for the Carolina Motor Club was effected after careful investigation of our services by the Management of the Club—There was a distinctive REASON.

315 WEST MARKET STREET PHONES 2501 and 2500

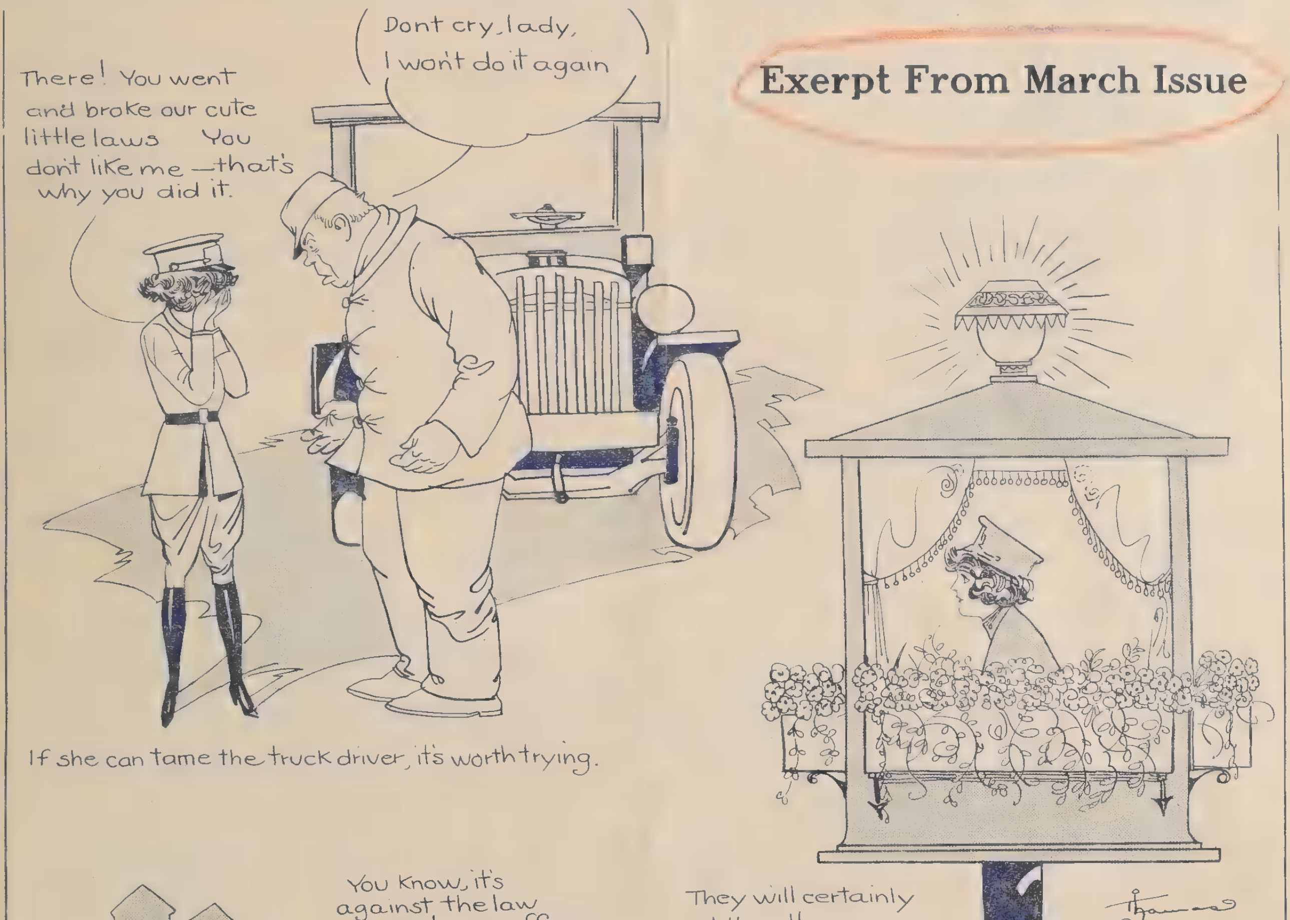
GREENSBORO, N. C.

CAROLINA MOTORIST

FOR MARCH

Published Monthly by the CAROLINA MOTOR CLUB, Headquarters, Greensboro, N. C.

Exerpt From March Issue


Dont cry, lady,
I won't do it again
There! You went and broke our cute little laws You don't like me —that's why you did it.
If she can tame the truck driver, it's worth trying.
They will certainly doll up those crows nests
Thomas
You know, it's against the law to resist an officer
where can I get silk stockings that wont run
Information no male cop could give

When Women Become Traffic Officers

CAROLINA MOTORIST

Vol I March, 1922 No. 4

Published Monthly By

CAROLINA MOTOR CLUB, Inc.

Headquarters, Greensboro, N. C.

One dollar per year. Ten cents the Copy. Membership in Club includes subscription.

THE CAROLINA MOTOR CLUB is a business organization devoting its entire resources to the bettering of conditions for motorists in the Carolinas. A members' club, not carried on for profit.

OFFICERS

Elected at Organization Meeting to serve until Annual Meeting, May, 1923.

President, E. Sternberger, Greensboro, N. C.

1st Vice-President, Mrs. Edith Vanderbilt, Biltmore, N. C.

2nd Vice-President, A. M. Lumpkin, Columbia, S. C.

3rd Vice-President, H. O. Miller, Charlotte, N. C.

Treasurer, Waldo Porter, Greensboro, N. C.

Secretary, C. W. Roberts, Greensboro, N. C.

STOLEN CARS ARE RECOVERED FROM MEMBERS. TWO STOLEN AND TWO RECOVERED

Take just a minute to read the letter of Mr. C. M. Butler in the enclosed folder, and then read the letter on the enclosed blotter. See what the Club is doing to recover cars when stolen from its members. These two letters tell more than we could say in many pages. Tell your friends about the Motor Club, get them to join. Every member added helps to make your Club more able to render a greater service, and every time you encourage a motorist to join you are doing him a great service that he'll appreciate.

o

HIGHWAY MILEAGE TABLES BEING PREPARED BY CAROLINA MOTOR CLUB

Your Club has an Official Road car out making a survey of every State Highway to determine the miles between each point on each of the highways. When this survey is completed it will be the first such publication ever issued so far as your Club Officials know. It will be copywrited and for free distribution to the members of the Club.

The Survey will not only show the distance from point to point, but will show the kind of road, whether under construction or not, etc. It will be a very valuable folder which every motorist will want, but will only be available to members of the Club and not for sale to non-members.

A limited amount of advertising space will be for sale in this mileage table to help defray the expenses of compiling the information, which is considerable. Only a small amount will be accepted because it is not intended to make this folder larger than is absolutely necessary to contain the important information.

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500 NEW MEMBERS IN MARCH 1500 IN APRIL, 2000 IN MAY, WOULD GIVE US 5000 BY THE TIME OF ANNUAL MEETING, AND THAT IS NOT IMPOSSIBLE

Dr. O. S. Marden has said that impossibilities are merely the half-hearted efforts of quitters. There are no quitters in the membership of the Carolina Motor Club. Let's grow. Every member to the wheel, and let's show the world where the Carolinas stand for better motoring conditions.

Every member has a perfect right to feel proud of the record which this Club has made. It has surprised the most enthusiastic. Its great success is due to the fact that it is a members' club, not carried on for profit. And there are no big executive salaries attached to it.

Make use of the application blank sent with this copy, and send to the office for some more. There are plenty of them.

A special record will be kept of the memberships sent in by the members between now and time for the annual meeting, and at that time it is the plan of the membership committee to see that the members who send in the most applications are fittingly remembered. Who will lead the list? This record starts with the mailing of this issue of the Carolina Motorist.

o

WHERE SHALL WE MEET?

Where will the first annual meeting of the Carolina Motor Club be held?

The By-Laws provide that the Executive Committee shall determine the place and date in May for the first annual meeting of this organization.

At this writing two invitations have been received.

Blowing Rock has extended the Club a most cordial invitation to hold its first meeting there. Every facility and convenience has been offered the club. It might be well to explain here that the Carolina Motor Club will not make it a policy to solicit or accept bonus of any fashion for its convention. It shall not expect the city in which the meetings are held to raise any money for any purpose in connection with the meetings.

Greensboro extends an invitation for the meeting.

The President and the Executive Chairman of the American Automobile Association are expected to be in attendance at this meeting. In addition there will be two other National Figures on the program, but they will not be announced until the place of meeting has been selected.

It is hoped to make this first annual meeting one of real accomplishments. Suggestions for program subjects will be gladly received.

CAROLINA MOTORIST

MAY, 1923

10 CENTS

CAROLINA MOTOR CLUB
1936
THIEVES WILL BE PROSECUTED

CONCRETE ROAD IN UNION COUNTY, N. C. PROJECT NO. 695.

CAROLINA MOTORIST

Vol. I. GREENSBORO, N. C., MAY, 1923 No. 4

FIRST ANNUAL MEETING CAROLINA MOTOR CLUB, GREENSBORO, MAY 25

May 25th at the O'Henry Hotel, at Greensboro, is the time, place, and date of the first annual meeting of the Carolina Motor Club. The Club is not a year old, but the By-Laws call for the fiscal year to end with April 30th and the annual meeting to be held in May. The Club was founded September 15th, 1922, and began operation in November, so it really is only six months old; and yet it is second if not the very largest motor club in the entire South. What does this mean? It means that motor car owners of the Carolinas have their own club, one that really gives something for the membership fee, and renders almost unbelievable services to its members.

Since this article has to be prepared some time in advance, details of the program cannot be given at this time. The program will be sent to the members later. A Carolina Motor Club Dinner will be held at the O'Henry Hotel on the evening of May 25th. The speakers will be prominent, yet they will be brief and at the same time will discuss with the members subjects of timely interest.

Every member is urged to make special efforts to attend this annual meeting, and those who will attend are asked to make their reservations immediately on receipt of this issue of CAROLINA MOTORIST. You can appreciate how necessary it is to know in advance how many to prepare for at a convention and at a dinner. Send in your reservation for the dinner and make your reservations for rooms at the hotels direct. Members may bring friends who are not members, in fact it is desired that we have as many guests as we can accommodate.

Be thinking about these questions:

Where shall we meet next year?

Raleigh has already extended an invitation for the 1923 meeting.

Blowing Rock extends us an invitation.

Another question: Shall the annual meeting be held in May or is this too early, or too late? Some members have suggested that the annual meeting should be held in March and that with this should be held in connection with the annual meeting of a real autobile show. Some others suggest that the meeting should be held in July or August, and at a resort. Come prepared to discuss and vote on this.

Shall the membership dues be increased, and shall an entrance fee be put on new members. It seems wise to some of the officers that an entrance fee of $3.00 or $5.00 should be charged for all new members after June 1st. This is suggested because the Club will be prepared to present to each member in July useful mileage tables of the Highways, in addition to the many useful services.

Another very important question which some members have suggested and which the program committee may or may not place on the program, is: Shall the Club create an Inter-Insurance Exchange for the purpose of insuring members' cars at rates less than the standard rates. Attention is called to the success of such Inter-Insurance Exchanges in many other clubs, all of which are operated on the mutual basis without large executive salaries, and instead of paying dividends to stockholders the dividends are paid to the insured. Savings to the members of the Detroit Club were cited, their savings for the past year having been 34% under the regular standard Automobile Insurance rates. The Officers of the Club are not expressing an opinion on this subject, but they urge that members be giving this their very serious consideration.

Permanent headquarters; where shall they be located? They are at present located at Greensboro. Is this the best location, or is some other location better situated.

A Truck Division, is it needed, and what might it accomplish? This question is coming up. Truck owners have many problems in common and they are without a medium for getting together except through the Carolina Motor Club. Possibly there should be a special Motor Truck Division created. Taxation, regulations and load capacities are a few items that truck owners are interested in.

Anyway, the annual meeting is going to be interesting. Mail the card saying you will be there.

TEST YOUR BRAKES.

Check up on your brakes and see if you are able to stop your car correctly under the following table:

Car speed—	Should stop in
10 miles an hour	10 feet
15 miles an hour	20 feet
20 miles an hour	38 feet
25 miles an hour	57 feet
30 miles an hour	85 feet
35 miles an hour	100 feet
40 miles an hour	150 feet
50 miles an hour	225 feet

Screeching brakes are the sign of improper adjustment and should not be neglected for a long period, as this eventually will wear grooves in the leather facings as well as the brake drums.

Every automobile owner is saved hundreds of dollars by the work of the Automobile Clubs.

Organized automobile owners are a power invincible —individually he is helpless.

The $10 annual dues is an investment returning a greater per centum profit than any other like investment in the United States—not a sentimental contribution.

LETTER FROM THE PRESIDENT

Greensboro, N. C., May 1, 1923.

To All Members
Carolina Motor Club, Inc:

You probably did not realize at the time we founded the Carolina Motor Club just what a power this organization might come to be; and the numerous services which it might render its members.

You are familiar with what we accomplished at the North Carolina Legislature by getting the Anti-Theft bill passed. It will mean much protection to every one of us.

There are all kinds of schemes in the country to flim-flam motor car owners. By informing all car owners of our Club we can keep these things out of the Carolinas. This is a members' club. You know none of the officers, not even the secretary, receive any salary for services rendered.

But what I am calling your attention to now is this: We've started something of real merit, let's put it over big. We are now 1200 strong. Our annual meeting will be held May 25th, and I am especially anxious to make this 2000 members before my term expires, and I ask each one of you to help me.

There is an application blank in this issue of Carolina Motorist. Clip it out and TODAY get one of your friends to sign it and you mail it to me.

I wish every member would write me, sending me at least one application; more if possible. I sure will appreciate this co-operation.

Just one membership each will put us over the 2000 mark. All those that will help me reach this mark before I go out of office say "I", and send the application to me.

Sincerely,

E. STERNBERGER,

President.

YOU MUST HAVE A TITLE TO YOUR CAR IN NORTH CAROLINA

Certificate of Title Law Goes Into Effect Oct. 1st, 1923. Will Mean Great Reduction in Stolen Cars—Required of Second-Hand Dealers.

Reduction in the theft of cars will be noticed when the new North Carolina law, known as Certificate of Title bills goes into effect October 1st. This law, or others similar to it were in operation in thirteen other states at the time it was passed by the North Carolina General Assembly. In those states the theft of cars has been reduced fifty per cent, and theft insurance rates have been reduced.

The Carolina Motor Club expects that we will have the same experience in North Carolina. Eventually all States will have such a law and stealing of automobiles will be a thing of the past.

The new law is here printed in full. It simply means that the owner of every motor vehicle must have a title to his vehicle. When the vehicle is resold the title must be changed on the records at Raleigh. This title must show statement of all liens and encumbrances on the motor vehicle.

Certificates, originals and transfers will cost fifty cents each. One certificate will be good for the life of the car so long as it is owned by the original holder of such certificate.

On and after January 1st, 1924, every person or firm dealing in used motor vehicless must have a license from the Secretary of State.

THE TITLE LAW

A bill to be entitled an act to protect the title of motor vehicles within this State; to provide for the issuance of certificates of title and evidence of registration thereof; to regulate purchase and sale or other transfer of ownership; to facilitate the recovery of motor vehicles stolen or otherwise unlawfully taken; to provide for the regulation and licensing of certain dealers in used and second hand vehicles as herein defined; to prescribe the powers and duties of the Secretary of State hereunder; and to provide penalties for violation of the provisions hereof.

The General Assembly of North Carolina do enact:

Section 1. DEFINITIONS. The words and phrases used in this act shall be construed as follows: unless the context may otherwise require:

(a) The term "motor vehicles" shall include all vehicles propelled by power other than muscular power except motorcycles operated by policemen or firemen when on official business and excepting all other motor vehicles, including trucks owned and operated by municipalities, or by the State, or any political subdivision thereof, or by any state institution, or by the Federal Government. The term "motor vehicle" as usd in this act shall not include trucks, traction engines, road rollers, fire wagons, fire engines, police patrol wagons and also such vehicles that run only upon rails or tracks; Provided, that such excepted motor vehicles shall be designated by proper signs or legible markings showing the department of the municipality, State institution, or Federal Government in which said vehicles are employed.

(b) The term "State" as used in this act, except where otherwise expressly provided, shall also include the territories and the Federal Districts of the United States.

(c) The term "owner" shall also include any person, firm, association or corporation renting a motor vehicle or having the exclusive use thereof, under a lease or otherwise, for a period greater than thirty days. As between contract vendor and contract vendee, the term "owner" shall refer to the contract vendee unless the contrary shall clearly appear from the context of this act.

(d) The term "manufacturer" shall include a person, firm, corporation or association engaged in the manufacture of new motor vehicles, as a regular business.

(e) The term "used vehicle" covers a motor vehicle which has been sold, bargained, exchanged, given away or title transferred from the person who first took out title to it from the manufacturer or importer, and so used as to have become what is commonly known as "second hand" within the ordinary meaning thereof.

(f) The term "dealer" shall embrace any person, firm or corporation or association engaged in the purchase and sale of motor vehicles, or in the leasing of the same for a period of thirty or more successive days.

Section 2. CERTIFICATE OF TITLE FOR MOTOR VEHICLE. After October 1st, nineteen hundred and twenty-three, no certificate of the registration of any vehicle or number plates therefor, whether original issues, or duplicates, shall be issued or furnished by the Secretary of State, or any other officer with such duty, unless the applicant therefor shall at the same time make application for an official certificate or title of such motor vehicle, or shall present satisfactory evidence that such a certificate covering such motor vehicle has been previously issued to the applicant. Said application shall be upon a blank form to be furnished by the Secretary of State and shall contain a full description of the motor vehicle, which said description shall contain the manufacturer's number, the motor number, and any distinguishing marks, together with a statement of the applicant's title and of any liens or encumbrances upon said motor vehicle and such other information as the Secretary of State may require. The Secretary of State, if satisfied that the applicant is the owner of such motor vehicle, or otherwise entitled to have the same registered in his name, shall thereupon issue to the applicant an appropriate certificate of title over his signature authenticated by a seal to be procured and used for such purpose. Said certificates shall be numbered consecutively, beginning with number one, and shall contain such description and other evidence of identification of said motor vehicle as the Secretary of State may deem proper, together with a statement of any liens or encumbrances which the application may show to be thereon. The charge for each original certificate of title so issued shall be fifty cents, which charge shall be in addition to the charge for the registration of such motor vehicle. Said certificate shall be good for the life of the car so long as the same is owned or held by the original holder of such certificate, and need not be renewed annually, or at any other time except as herein provided. On or before September 1st, 1923, it shall be the duty of the Secretary of State to cause to be printed copies of this act, and to mail to every person to whom the Secretary of State, or other officer having the duty of registration of motor vehicles, has issued a certificate of registration for the year nineteen hundred twenty-three, one of such printed copies accompanied by a blank form of application for a certificate of title.

Sec. 3. NEW CERTIFICATE REQUIRED AFTER SALE OF TRANSFER. In the event of the sale or other transfer in this State after October 1st, 1923, of the ownership of a motor vehicle for which a certificate of title has been issued as aforesaid, the holder of such certificate shall endorse on the back of same as assignment thereof with warranty of title in form printed thereon, with a statement of all liens or encumbrances on said motor vehicle, and deliver the same to the purchaser or transferee at the time of the delivery to him of such motor vehicle. The purchaser or transferee shall within ten days thereafter, present such certificate, assigned as aforesaid, to the Secretary of State accompanied by a fee of fifty cents, whereupon a new certificate of title shall be issued to the assignee. Said certificate, when so assigned and returned to the Secretary of State, together with any subsequent assignments or re-issues thereof, shall be retained by the Secretary of State and appropriately filed and indexed, so that at all times it will be practicable to trace title to the motor vehicles designated therein.

Sec. 4. CERTIFICATE OF TITLE REQUIRED TO OPERATE MOTOR VEHICLES. The owner or any person, without consent of the owner being first obtained, who shall operate a motor vehicle in this State under a registration number of this State after October 1st, 1923, without first having made application for a certificate of title as herein provided, shall be guilty of a misdemeanor, and upon conviction thereof shall be punished by a fine of not less than twenty-five dollars nor more than one thousand dollars, and from and after October 1st, 1923, any person who sells a motor vehicle without complying with the requirements of section three hereof, shall be guilty of a misdemeanor, and upon conviction shall be fined or imprisoned in the discretion of the Court.

Section 5. CERTIFICATES OF REGISTRATION FOR MOTOR VEHICLES. The Secretary of State shall furnish with each number plate issued a receipt of registration, which shall contain upon the face thereof the following data: The name of the registered owner of the motorcycle or motor vehicle, the owner's postoffice address, the make of the vehicle, the registered horsepower, the registration or license number and date of issue of the receipt of registration. Such receipt of registration shall contain a blank space for the signature of the registered owner and shall be signed with ink by such owner immediately upon receipt. Said receipt of registration shall, at all times, while the motor vehicle for which it was issued is being operated within this State, be in the possession of the operator thereof, and shall be subject to inspection by any peace officer at any time.

Sec. 6. OLD CERTIFICATES TO BE RETURNED TO SECRETARY OF STATE. Upon transfer of ownership of any motor vehicle or motorcycle, registered under this act, the person in whose name such motor vehicle or motorcycle is registered shall forthwith deliver, or forward by registered mail, the receipt of registration to the Secretary of State with a statement of the name and postoffice address of the transferee, and the date of transfer. For failure to comply with this provision within ten days after the date of transfer, the transferee upon conviction, shall be fined not less than five dollars nor more than fifty dollars.

Sec. 7. TRANSFER OF OWNERSHIP FILE TO BE KEPT BY SECRETARY OF STATE. TRANSFEREE OF TITLE REQUIRED TO MAKE APPLICATION FOR NEW CERTIFICATE. Upon receipt of such old certificate it shall be the duty of the Secretary of State to file such receipt of registration in a file to be known as ''The Transfer of Ownership File.'' Unless the transferee as shown by the endorsement on the back of the receipt of registration, applies by mail, or otherwise, within ten days after the date of transfer of the motor vehicle for certificate or registration and title, the Secretary of State shall notify said transferee at once to do so. Unless said transferee then makes application within five days after receipt of such notice from the Secretary of State for such certificates, he shall be considered to be driving a motor vehicle without registration, and upon conviction thereof shall be fined not less than five dollars, nor more than fifty dollars.

Sec. 8. SECRETARY OF STATE MAY REFUSE TO ISSUE CERTIFICATE OR REVOKE SAME IF ISSUED. If the Secretary of State shall determine at any time that an applicant for a certificate of title of a motor vehicle is not entitled thereto, he may refuse to issue such certificate or to register such vehicle, and may for a like reason, and after notice and hearing, revoke registration already acquired, on any outstanding certificate of title.

Sec. 9. PENALTY FOR FALSE STATEMENT IN APPLICATION AND POSSESSION OF STOLEN MOTOR VEHICLE, Etc. Any person who shall knowingly make any false statement of a material fact, either in his application for the certificate of title herein provided for, or in any assignment thereof, or who, with intent to procure or pass title to a motor vehicle which he knows, or has reason to believe has been stolen, shall receive or transfer possession of the same from or to another, or who shall have in his possession any motor vehicle which he knows, or has reason to believe has been stolen, and who is not an officer of the law engaged at the time in the performance of his duty as such officer, shall be deemed guilty of a felony and upon conviction shall be punished by a fine of not less than one hundred dollars, nor more than five thousand dollars or by imprisonment in any penal institution within this State for not less than one year, nor more than five years, or both, in the discretion of the Court. This provision shall not be exclusive of any other penalties prescribed by any existing or future laws for the larceny or unauthorized taking of motor vehicles but shall be deemed supplementary thereto.

Sec. 10. CERTIFICATES FOR DEALERS AND MANUFACTURERS. In the case of dealers in motor vehicles, motor cycles, including manufacturers who sell to others than dealers, all of whom are intended to be covered by this and all other provisions of this section, a separate certificate of title, either of such dealer's immediate vendor or of the dealer himself, shall be required in the case of each motor vehicle in his possession, and the Secretary of State shall determine the form in which application for such certificates of title and assignments thereof shall be made; Provided, however, that no such certificate shall be required in the case of new motor vehicles, sold by manufacturers to dealers as the term ''dealers'' is defined in section one of this act.

Sec. 11. DUPLICATE CERTIFICATES WHERE ORIGINAL IS LOST. In the case of lost certificates of title or registration, the loss of which is accounted for to the satisfaction of the Secretary of State, duplicates may be issued, the charge therefor to be fifty cents each.

Sec. 12. ALTERATION OR FORGERY OF CERTIFICATE OF TITLE AND PENALTY THEREOF. Any person who shall alter or forge, or cause to be altered or forged, any certificate of title issued by the Secretary of State pursuant to the provisions of this section, or any assignment thereof, or who shall hold or use any such certificate or assignment knowing the same to have been altered or forged, shall be deemed guilty of a felony, and upon conviction thereof shall be liable to pay a fine of not less than one hundred dollars, nor more than five thousand dollars, or to imprisonment in any penal institution in this State for a period of not less than one year, nor more than five years, or both, in the discretion of the Court.

Sec. 13. REPORT OF STOLEN AND RECOVERED MOTOR VEHICLES. It shall be the duty of the sheriff of every county of the State and of the chief of police or commissioner of police of every city having a population of more than ten thousand to make immediate report to the Secretary of State of all motor vehicles reported to him as stolen or recovered, upon forms provided by the Secretary of State. Upon receipt of such information the Secretary of State shall file the same in an index to be known as the ''Stolen and Recovered Motor Vehicle Index.'' It shall also be the duty of the Secretary of State to file reports of stolen and recoverd motor vehicles reported to him from other States. The Secretary of State shall publish once a month a list of all motor vehicles stolen or recovered during the previous month and forward a copy of the same to every sheriff, and all police departments in cities with over ten thousand inhabitants. Such list shall also be forwarded to the Secretary of State, or other proper official, in each State of the United States. Before issuing a certificate of title, as heretofore provided, the Secretary of State shall check the motor and serial number on the motor vehicle to be registered against the ''Stolen and Recovered Motor Vehicle Index.''

Sec. 14. LICENSES REQUIRED OF SECOND-HAND DEALERS. That after the first day of January, 1924, it shall be unlawful for any person to carry on or conduct in this State the business of buying, selling or dealing in used vehicles, unless and until he shall have received a license from the Secretary of State authorizing the carrying on or conducting of such business; Provided, however, That any manufacturer or importer of vehicles or his subsidiaries or selling agents, may buy or take in trade and sell any used vehicle of his own make without such license. Such license shall be furnished annually by the Secretary of State and shall run from the first day of January, 1924 and annually thereafter for each year, beginning on the 1st day of January. The application for said license shall be in such form as may be prescribed by the said Secretary of State and subject to such rules and regulations with respect thereto as may be so prescribed by him. Such application shall be verified by oath or affirmation and shall contain a full statement of the name or names of the person or persons applying therefor, the name of the firm or copartnership with the names and places of residence of all the members therof, if such applicant be a firm or co-partnership, the name and residence of the principal officers, if the applicant be a body corporate or other artificial body, the name of the State under whose laws the corporation is organized, the location of the place or place at which such business is to be carried on and conducted, and said application shall contain such other relevant information as may be required by the Secretary of State. It shall be accompanid by a sworn statement of two reputable persons of the community in which the principal place of business is to be located, certifying to the good moral character of the person or persons applying for such license. Upon making such application the person applying therefor shall pay to the Secretary of State a fee of five dollars in addition to any other fees now required by law. A license certificate shall be issued by the Secretary of State in accordance with such application when the same shall be regular in form and in compliance with the provisions of this section, and such license, when so issued, sholl entitle the licensee to carry on and conduct the business of buying and selling and dealing in used vehicles for a period of one year from the first day of January of the current year. The Secretary of State shall have the power to make suitable rules and regulations for the issuance of such license to expire upon the first day of January of the succeeding year, when the application therefor shall be made during the current year, and upon payment of a license fee of three dollars, provided application is made after July 1st of any year. Any person conducting the business of buying, selling or dealing in used vehicles and having received a license therefor, shall, before removing any one or more of his places of business, or shall before opening any additional places of business, apply to the Secretary of State for, and obtain, a supplemental license, for which no fee shall be charged. Every such licensee shall keep a book or record in such form as may be prescribed or approved by the Secretary of State, in which he shall keep a record of the purchase, sale or exchange or receipt for the purpose of sale of any second hand vehicles, a description of such vehicles, together with the name and address of the seller, of the purchaser and of the alleged owner or other person from whom such vehicle was purchased or received, to whom it was sold or delivered, as the case may be. Such description shall also include the engine number, if any, the maker's number, if any, chassis number, if any, and such other numbers or identification marks as may be thereon, and shall also include a statement that a number has been obliterated, defaced or changed, if such is the fact. He shall also have in his possession a duly assigned certificate of title from the owner of said motor vehicles in accordance with the provisions of another section of this act, from the time when the motor vehicle is delivered to him until it has been disposed of by him. Any person guilty of violating any of the provisions of this section shall be deemed guilty of a felony and shall be punished by a fine of not less than fifty dollars, nor more than one thousand dollars, or by imprisonment in any penal institution in this State for not less than six months, nor more than three years, or both, in the discretion of the Court.

Sec. 15. APPOINTMENT OF DEPUTIES, THEIR DUTIES, Etc. The Secretary of State, with the approval in writing of the Governor, is hereby given power to appoint all necessary deputies, in addition to the present officers of the law, to carry out the provisions of this act, and to incur any additional expense in the enforcement of this act, as may be first approved by the Governor in writing and the Secretary of State together with such deputies, employees and the existing officers of the law are hereby given police power and authority throughout the State, to arrest without writ, rule, order or process, any person in the act of violating or attempting to violate in his presence, any of the provisions of this act, and are hereby made peace officers of this State for that purpose. All deputies and inspectors heretofore or hereafter appointed and commissioned under Chapter 55, Consolidated Statutes and acts supplemental thereto or amendatory thereof, are hereby expressly granted the police powers given in this section. With the permission and consent of the sheriff of any county, or the chief of police of any city, the Secretary of State is hereby authorized to employ temporarily and deputize any deputy sheriff or police officer to investigate any auto theft matters or other violations of this act and any such officers so employed or deputized, shall have all the authority of peace officers as heretofore provided. Any officer, or deputy of the Secretary of State, shall have the authority and is hereby required to use reasonable diligenc in ascertaining whether the owners and operators of motor vehicles are complying with the provisions of this act. All expenditures under the provisions of this section shall be paid from the fund hereafter designated as the "Auto Theft Fund."

Sec. 16. AUTO THEFT FUND, HOW USED. All moneys received by the Secretary of State under the provisions of this act shall be paid into the State Treasury on or before the tenth of each succeeding month, and shall be set aside and known as the "Auto Theft Fund" and shall be held and retained in the State Treasury as a separate fund to be used to meet the necessary expenses incurred by the Secretary of State in the performance of duties required by this act and the enforcement of the motor license and traffic laws of the State.

Sec. 17. FALSE STATEMENTS SHALL CONSTITUTE PERJURY. Any person who shall make any false affidavit, or shall knowingly swear or affirm falsely, to any matter or thing required by the terms of this act to be sworn or affirmed to, shall be guilty of perjury, and upon conviction, shall be punishable by a fine and imprisonment as other persons committing perjury are punishable.

Sec. 18. ANY PART DECLARED UNCONSTITUTIONAL SHALL NOT RENDER REMAINDER OF ACT INVALID. If any provision of this act shall be held by any court of competent jurisdiction to be unconstitutional such provisions so declared to be unconstitutional shall not affect the validity of the remainder of the act, but shall only affect the clause or provision so held to be unconstitutional and the remainder of the act shall be valid.

Sec. 19. DATE EFFECTIVE. That this act shall take effect and be enforced on the first day of October, Nineteen hundrd and twenty-three.

STOP, LOOK AND LISTEN AT RAILROAD CROSSINGS

Law Goes Into Effect July 1st in North Carolina. Fine-Imprisonment for Violation.

Better watch our or the constables will get you.

The 1923 North Carolina General Assembly passed a bill requiring every person driving any motor vehicle on a public highway on approaching grade crossings to stop, look and listen before passing thereover.

This law was not fostered by the Carolina Motor Club because in the legislative referendum the members failed to express themselves for it.

Whether we like it or not, it is now a law and must be obeyed. To violate this law subjects one to a fine of ten dollars or imprisonment not more than ten days, or both.

This may be a most excellent law, we should at least give it a fair trial. If it will not slow up travel on the highways and will save lives and property it will be worth while.

That members of the Club might know the full meaning of the law the bill as passed is printed here in full.

THE STOP, LOOK AND LISTEN LAW

A bill to be entitled an act to require every person driving any Motor Vehicle on a Public Highway on approaching Railroad Grade Crossings to Stop, Look and Listen before passing thereover.

The General Assembly of North Carolina do enact:

Section 1. That no person operating any motor vehicle upon a public road shall cross, or attempt to cross, any railroad or interurban track intersecting the road at grade other than a crossing at which there is a gate or a watchman (except an electric railway track in a city, town or village) without first bringing said motor vehicle to a full stop at a distance not exceeding fifty (50) feet from the nearest rail. That no failure so to stop, however, shall be considered contributory negligence per se in any action against the railroad or interurban company for injury to person or property; but the facts relating to such failure to stop may be considered with the other facts in the case in determining whether the plaintiff was guilty of contributory negligence.

Sec. 2. That every railroad or interurban company operating or leasing any track intersecting a public road at grade shall place a sign board not less than ten feet from the ground on the right side of the rod forty inches by fifty inches one hundred feet from said crossing, which shall be painted with red lettering, to insure warning of the proximity of the crossing and notice to stop said motor vehicle, with the following: "N. C. Law Stop;" Provided this act shall not interfere with the regulations prescribed by towns and cities.

Sec. 3. That any person violating the provisions of this act shall be guilty of a misdemeanor, and upon conviction, shall be fined not more than ten dollars, or imprisoned, not more than ten days, or both, in the discretion of the Court.

Sec. 4. That this act shall be in force from and after the first day of July, one thousand nine hundred and twenty-three.

CAROLINA MOTORIST

Published Monthly by

Headquarters, Greensboro, N. C.
One dollar per year. Ten cents the Copy. Membership in Club includes subscription.

THE CAROLINA MOTOR CLUB is a business organization devoting its entire resources to the bettering of conditions for motorists in the Carolinas. A members' club, not carried on for profit.

OFFICERS

(Elected at Organization Meeting, to serve until Annual Meeting, May, 1923.)

President—E. Sternberger........Greensboro, N. C.
1st V.-President—Mrs. Edith Vanderbilt, Biltmore, N. C.
2nd V.-President—A. M. Lumpkin........Columbia, S. C.
3rd V.-President—H. O. Miller........Charlotte, N. C.
Treasurer—Waldo Porter........Greensboro, N. C.
Secretary—C. W. Roberts........Greensboro, N. C.

BUCK & GLENN, Incorporated
Advertising Agents
Winston-Salem, N. C.

Vol. I MAY, 1923 No. 4

WHO'S KNOCKING.

Thanks to whom thanks are due. Every knock is a boost. The Carolina Motor Club has come to stay, of course we don't expect to be able to please everybody all the time, but we do hope to please our members most all the time. Objections made by persons wanting their own local club are soon overcome, because local clubs in small cities have never been a success and offer the member very little, or nothing for their money, and even if they were a success locally their services would be limited to locality. On the other hand, the Carolina Motor Club offers services throughout the Carolinas. As this is written this Club has over eighty Official Garages scattered over the Carolinas ready to render free emergency service to the members. The membership of this Club is large enough to make it able to give something really worth while to its members for their membership fee. Small local clubs come and go. The plan of the Carolina Motor Club is not an experiment, it has been proven a success by the Southern California Automobile Club and several others; and we declare by all that's Holy that this one is going to be a success. When any set of unselfish men and women start a movement for the common good there is always criticism by the jealous, the skeptical and the prejudiced. Everyone is dishonest except themselves, in their own opinion. Constructive criticism is welcomed, it helps to make the club more useful.

If you want a really worth while organization in the Carolinas then support the Carolina Motor Club. We don't expect to get every Motor Car owner as members, we do not want lots of them, but we are going to be a success just the same.

BEWARE OF FAKES.

There are many fake motor Club schemes being presented to the automobile owners. Clubs organized as a commercial proposition for profit are not worth while. If you do not already know this you can soon find out by making a little investigation. Beware of them, support your own members' club, not operated for profit, The Carolina Motor Club.

TELL US YOUR EXPERIENCE.

We would like to have our readers join in with us to make this publication of the greatest value. You can do this by writing us your experience with your car, how you improve it, how you have obtained the best service, what you do to overcome certain troubles.

SEND US YOUR QUESTIONS.

What do you want to know about your car. What is your trouble. Send your questions to Editor of Carolina Motorist at Greensboro and we will endeavor to have them answered by expert authority, and published together with your question in the next issue. For a direct answer by mail please so state and enclose 2c stamp.

YOUR MOST INTERESTING TRIP.

Members are invited to write us of their most interesting motor trips for publication, and if possible to send photograph along to show especially unusual scenes or beautiful spots in the Carolinas. All motorists are interested in what others are doing. We want to mak the Carolina Motor Club one big family of automobile owners, and to make Carolina Motorist the mouthpiece through which to exchange experiences.

OUR ADVERTISING AGENTS.

The Management of the Carolina Motor Club takes a great deal of pleasure in announcing to the members the appointment of Buck & Glenn, Inc., of Winston-Salem, as Advertising Agents to handle the advertising for CAROLINA MOTORIST, beginning with this issue. Buck & Glenn are experienced advertising men of ability. They have been chosen to handle the publication end of this magazine because of their ability. The Club solicits your co-operation with Buck & Glenn, that we might have a publication of which all Carolinians will be proud.

THANKS TO HIGHWAY COMMISSIONS.

The Club wishes to express its thanks to the North and South Carolina Highway Commission for the loan of cuts used in this issue. It is the purpose of the club to publish from time to time views of the Carolina Highways that our own people and prospective tourist may see just what good highways we do have. Especially interesting photographs will always be welcomed by the club.

CAROLINA MOTORIST AS AN ADVERTISING MEDIUM.

This publication goes to the best class of motor car owners in the Carolinas. The members of the Carolina Motor Club are accepted only when they are known to be first-class citizens.

News stands have handled a number of copies of the Carolina Motorist and it is anticipated that sales by them will be increased.

It is the purpose of the Carolina Motor Club to make this publication one of real value to motor car owners, one that they will look forward to and read with unusual interest.

Car owners read automobile advertising, they read the advertising of various articles that go to make motoring a pleasure and a convenient service, and to make motoring safe. So advertising of this character will be well placed when put in the **Carolina Motorist.**

Car owners are liberal patrons of hotels, resorts, and cafes. Some prefer to motor a short distance, some prefer to motor for a longer distance and to spend the week end, or a week, or just for a mal. Advertising in the Carolina Motorist will soon convince you of its worth. Give it a try. Carolina Motorist is not in business for profit, but for service. Give us an opportunity to demonstrate what we mean by Service. For full information regarding advertising rates, circulation, etc., address Buck & Glenn, Inc., Winston-Salem, N. C., Advertising Agents for Carolina Motorist.

PUT ON YOUR EMBLEM.

Members are urged to see that their emblem is promptly put on the car and to keep it clean.

READ MAX RONES' LETTER.

In this issue there is published a letter from Max Rones, a Jeweler of High Point, addressed to the Branch Manager of the Carolina Motor Club at Ashboro, in which Mr. Rones states that he would not take ten times the amount of the cost of his membership if it were impossible to obtain another membership in this organization.

Mr. Rones had only been a member a week when he found just one of the many services worth the price of membership in time of need. Mr. Rones did not join the Club the first time he was approached, but he did join later. Moral: Get your friends to join now.

THE ANNUAL MEETING.

Make your plans now to attend the annual meeting of the Carolina Motor Club. Advise Headquarters of your intention to attend the annual Motor Club luncheon. Make reservations for some of your friends who are not now members.

VOTING MEMBERS.

In order that it might be possible to have a quorum at meetings of the Club it was provided that the Twenty-Five Dollar memberships should have the voting power. Members can well understand that when the membership reaches 5000 during the next year, and still more in years to come, that it would be next to impossible to get a quorum together. The Club wants as many voting members as possible and will be glad to have any of the Ten-Dollar members make application for the voting membership. Except for the voting power there are no differencs in th services which the two classes of memberships are entitled to.

Top of Tullifinny Hill, Jasper County, S. C. Project No. 79

HOME OF NORTH CAROLINA HIGHWAY COMMISSION
[Recognized as one of the most efficient Highway Commissions in the whole country; and attracting the attention of many States.]

AUTOMOBILE IS VEHICLE OF MASSES; 17,000,000 THE SATURATION POINT

No vehicle devised by man has come into such wide use in so short a time as the automobile. There are approximately 10,250,000 motor cars and 1,250,000 motor trucks in the United States. Some authorities say the point of saturation is 17,000,000. You would think, from the congestion on city street and country highway in summer time, the estimate of saturation point is too high.

The person afoot has to watch his step. Even then casualties are many. Traffic problems become more perplexing year by year.

One thing for which Henry Ford does not get credit is that, but for him, there probably would be vigorous opposition to the automobile and it would know many restrictions. If it were the vehicle solely of the rich or well-to-do, a class consciousness would have been aroused. But nearly half the automobiles are Fords, and no longer can it be said truthfully that

"The rich, they ride in chaises."

The vast majority of the Fords are owned by wage workers or persons of modest income. The democracy of the automobile gives to it an immunity it otherwise might not command.

Who, twenty-five years ago, when the automobile was introduced, would believe that more than 10,000,000 passenger vehicles would be in use in this country today and about 5,000,000 of them by wage-earners or salaried men and farmers? Thus far the industry has had a tendency to prove its most sanguine prophets conservative.

In New York State

More than a million automobiles were registered in New York State during 1922, the largest registration in the history of the automobile Bureau, according to figures made public by the State Tax Commission. The report indicates an increase of nearly 25 per cent in the number of automobiles registered and an increase of more than 20 per cent in revenues. On November 14 the records showed 1,007,617 automobiles to have been registered during the year, against 819,223 in 1921, an increase of 188,394, and the biggests advance of any one year since 1910. Revenue from motor vehicle registration and fees in 1922 was $12,705,064.12, or $2,240,365.75 greater than in 1921.—Greater Utica.

EPITAPH.

"Here lies the body of William Ray,
He died maintaining his right of way,
He was right, dead right, as he sped along,
But he's just as dead as though he were wrong."
—Exchange.

ACCEPT OUR THANKS.

For the many very complimentary letters which members have addressed to the Club the Management desires to express sincerest thanks. Those officers who are giving of their time to this work greatly appreciate the kind words, they inspire the officers to work even harder that we might have in the Carolinas an organization of motor car owners second to none in the whole country.

OVER 1100 MEMBERS IN 100 TOWNS

Record Growth of a Motor Club—A Pronounced Success.

A thousand members of the Carolina Motor Club, Inc., in a hundred towns in the Carolinas.

Somebody said it couldn't be done. Some were prejudiced, some were kickers, some were knockers, some were skeptical and some just ''agin'' anything for the common good.

Some fellows with a determination, grit, and energy said it could be done.

The present satisfied membership speaks for itself. It has been done. The Carolina Motor Club is a success. It is a two-state wide organization, serving members in two states, yes in a hundred towns; and yes, with members in New York City, and Baltimore, Maryland, and many travelling men from other states.

The Club is a success because it has merit, it has something to offer the motor car owner, it offers a hundred cents worth of service for every hundred cents.

The value of the Carolina Motor Club plan over many small under-financed local clubs has been fully proven. With a hundred Official Garages at the services of members almost wherever they may be, certainly means something that local club membership could never offer. Membership bond cards, Road Information, Theft reward fund, are other important items.

Small local clubs cannot give the motorist the same services offered by membership in the Carolina Motor Club. Look up the history of a number of local clubs in small cities and find this out for yourself.

The Carolina Motor Club, belonging to its members, has been founded on a plan that will make it a permanent organization, and it will never be a commercial or profit making organization for any one or any few men.

Where else can as much be purchased for an investment of $10.00 as is given with membership in this, YOUR ORGANIZATION?

Help your Club reach the 5000 mark this year, every one counts, and every one helps add to the efficiency of your organization.

MOVE FOR SIMPLIFICATION OF AUTOMOBILE PARTS WILL IMPROVE SERVICE

Every automobile owner in the United States will benefit through the formation of the Automotive Simplified Practice Committee, which is to work for the standardization and simplification of automobile parts, according to M. O. Eldridge, Executive Chairman of the American Automobile Association. The A. A. A. is represented on this committee by Colonel Azel Ames of the Advisory Board of the Metropolitan Division A. A. A., New York City.

At its first meeting held in New York recently the committee decided that battery dimension standardization will be the first subject investigated. The purpose of the committee is to promote the idea of standardization and simplification and to extend in any way possible the use of existing standards.

This committee was formed following a conference held at Washington under the auspices of the Division of Simplified Practice of the Department of Commerce. M. L. Heminway, general manager of the Motor and Accessory Manufacturers Association was made permanent chairman of the committee and has since appointed the following members: S. S. Bradley, Aeronautical Chamber of Commerce; Azel Ames, American Automobile Association; G. D. Mitchell, Automobile Body Builders' Association; A. D. T. Libby, Automotive Electric Association; R. W. Procter, Automotive Equipment Association; A. W. Herrington, Motorcycle & Allied Trades Association; Don Whittaker, Motor Truck Industries, Inc.; F. E. Moscovics and D. C. Fenner, National Automobile Chamber of Commerce; C. B. Warren, National Automobile Dealers' Association; E. V. Hennecks, National Hardware Association; A. L. Viles, Rubber Association of America and Coker F. Clarkson, Society of Automotive Engineers. D. C. Fenner was named vice-chairman.

''There has long been need for a committee to investigate the possibilities of standardization of automobile parts and to extend in any way possible the use of existing standards'', said M. O. Eldridge, Executive Chairman of the A. A. A. ''The men comprising this committee are all experts in their particular line and their investigations should constitute a long step toward giving the automobile owner the maximum of comfort and service with real convenience and accessibility whatever the make of his car. Standardization of vital parts of the automobile will tend to bring about closer co-operation between manufacturer, dealer and service station, all of which will eventually redound to the benefit of the car owner. It will make for better mechanics because the man who understands the repair of a certain portion of one car will be able to make that same repair on another car and this should lead eventually to the establishment of the flat rate for all automobile repair jobs. I consider the formation of this committee one of the most forward steps for the benefit of the car owner that has been taken in recent yars.''

WHY THE HIGH COST OF GASOLINE?

Annual Convention Will Discuss Report on Gasoline Cost in Carolinas.

Why does gasoline sell for so many prices in the Carolinas? Why is gasoline so much higher in some places than in others? Who sets the price of gasoline? These are a few questions to be considered at the annual meeting of the Carolina Motor Club in Greensboro on May 25th.

In the meantime a report will be compiled showing the various prices of gasoline in various cities, together with facts given as to why the prices vary.

Members of the Carolina Motor Club are constantly asking why our gasoline prices are so much higher than other states where there is a gasoline tax. Members do not mind paying the tax on gasoline for good roads, but they object to several cents being added to the retail price because of the tax.

In the report to be submitted freight rates on gasoline to the various points will be shown together with the wholesale and retail prices.

The Club is willing that the wholesaler and the retailer should make a fair profit on his gasoline sales. What is a fair profit? This will be arrived at by profits which dealers in various cities and various states are content with.

Far be it from the Carolina Motor Club's intention to antagonize gasoline dealers; on the other hand the Club wishes to co-operate with them in the interest of best possible service to motor car owners.

DRIVE CAUTIOUSLY—BE COURTEOUS

Drive to the Right, Sound Your Signal When Passing Cars—Do Not Speed—Be Sensible.

Courtesy on the highways is just as much an indication of good manners, as courtesy in the home, office or store.

Not all accidents are caused by motor car drivers. Some are caused by the carelessness of pedestrians, and over many of these, motorists have no control. Others are caused by negligence on the part of both motorists and pedestrians. Then, there are accidents which are entirely the fault of the motorist, and of these accidents there are two fundamental causes; ignorance and downright carelessness.

Carelessness is frequently nothing but a lack of imagination. If the careful driver could visualize the consequences of his careless acts he would not commit them. If he could realize that he is a menace to society no less than the gunman, his ways would change, for he is often a most respected citizen.

Members of the Carolina Motor Club as a class, are the most careful drivers in their respective communities. Their opportunities for learning the laws, ordinances, and safety first regulations are better than those of other motorists, but members should be even more careful than they have been, they should set an example in good driving.

No matter what the causes of accidents may be, whether pure carelessness or ignorance of the laws, the fact remains that the entire motoring public is held responsible for the acts of about 10% of the drivers. It is up to the 90% to see that this minority learns how to drive a car properly. The members of the Carolina Motor Club can start it. Members can make it a mighty unpopular thing to be a careless driver. If a man is ignorant of driving rules we can teach him, if he is simply reckless we may be able to shame him into decent driving. Let us start now. Report every case of immoderate driving to the club, and we will write a letter to the offender, in which the dangers of his method of driving will be pointed out. These letters will also aim at securing the offender's co-operation in our campaign for safe driving. Turn in the license number of the next law violater you see. Accidents must be cut down; we as motorists must do our part.

TWELVE SAFETY RULES FOR MOTOR DRIVERS

Every automobile driver can help make the self and pedestrians, if he or she will exercise a little care.

The following brief suggestions are made: Cut these suggestions out or have them copied and require your drivers of all vehicles to follow these safety suggestions:

Slow down and proceed cautiously in passing intersecting streets, blind crossings, schools and bridges.

Make a full stop before crossing steam or interurban railroad tracks.

Never drive past a street car which is unloading passengers.

Equip your tires with non-skid devices and proceed with care when streets are wet or slippery.

Keep brakes properly adjusted and equalized.

When preparing to turn or stop, never stop suddenly, and always give a signal.

Look behind before backing car.

In passing a vehicle going the same direction turn out at least 75 feet in back of it, so that there may be a clear view of the right side. Do not try to pass if another vehicle is coming streets and highways safer for himself or her- from the opposite direction.

Do not try to pass another auto going in the same direction while turning a crossing.

Never drive fast with a worn or soft tire.

Be careful with lights, not blinding drivers of on-coming vehicles, and never failing to keep the tail light exposed as a warning to other drivers.

Always drive slow enough in passing children, vehicles and horses, so that a stop can be quickly made if necessary.

Special Notice to Truck Drivers: Keep on right side of road, do not try to hog it.

Don't drive fast.

Special Notice to Pedestrians: Do not Jay walk. Jay walking is the cause of many accidents.

MANY STATES ADVOCATE REAR-VIEW MIRROR ON BOTH CARS AND TRUCKS

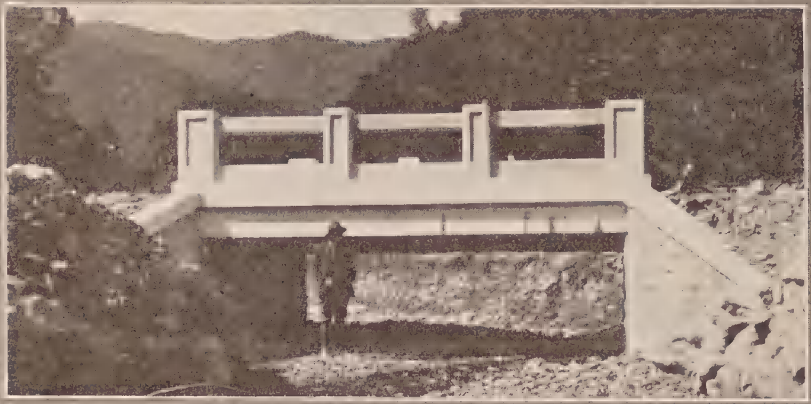
Mirrors on automobiles, showing the driver, at a glance, the condition of traffic immediately behind him, are among the best preventatives of traffic accidents in use today, according to A. A. A. officials. Mounted at the left side of the windshield on the open car, or screwed to the front of the closed car in the same position, the mirror calls immediate attention to a car approaching from the rear, and often saves a collision, with resultant loss to both cars, it is pointed out.

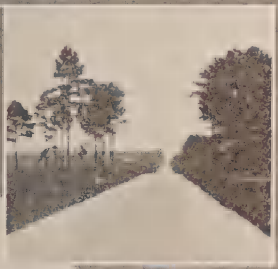
"The A. A. A. has always maintained that every truck in the United States should be equipped with a mirror," said M. O. Eldridge, executive chairman of the A. A. A., "and the addition of a mirror to the left-hand side of the passenger automobile would prove a large added factor of safety. The A. A. A. rule of the road is that one vehicle approaching another from the rear and passing it, shall pass to the left of the vehicle ahead, and this rule gives the driver with a left hand mirror a perfect view of the approaching motorist and enables him to give the passing car its share of the road. It does not attract the attention of the driver from the road ahead, as a passing glance is all that is needed to show him traffic conditions to the rear of his car.

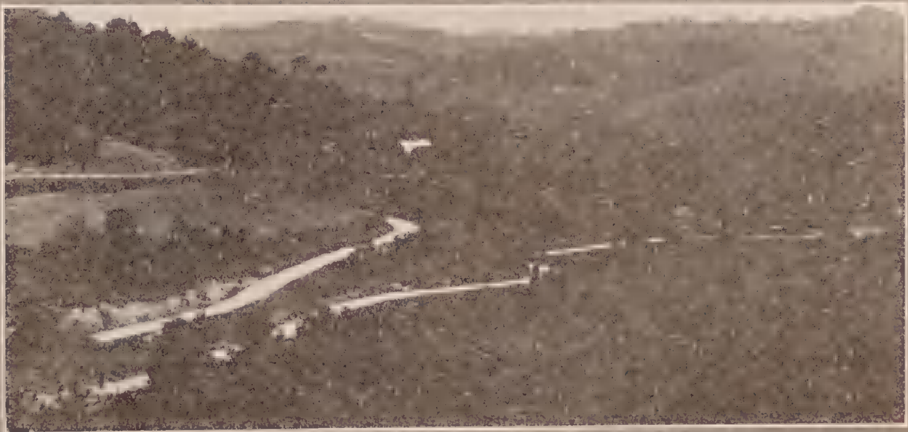
"Fifteen states and the District of Columbia now require mirrors on trucks, the states being Vermont, Washington, California, Connecticut, Delaware, Pennsylvania, New York, Indiana, Kentucky, Maryland, Maine, Massachusetts, Michigan, Missouri and New Jersey. Nevada is now considering such a law and the movement is spreading to other states.

"Passenger cars can benefit from this example and their drivers can do much to increase their present margin of safety by affixing a small mirror to the left hand side of the car."

There are 2,750,000 miles of highway in the United States and yet a lot of fellows won't give a little of it up.—American Lumberman.







DURHAM-CHAPEL HILL BOULEVARD. At last a wonderful road to the University of North Carolina. Note precaution Highway Commission has taken to prevent accidents.

WHAT OF THE FUTURE TRAFFIC LAW?

What kind of traffic laws will we have in the future, in the Carolinas?

This all depends on what kind of co-operation the motor car owners give to work out satisfactory laws.

The desire for definite rules regarding the operation of vehicles has come about because of a feeling that drivers of motor vehicles should be informed of the exact manner in which their vehicles must be driven. A glance at any of the traffic codes of the more populous cities will show how careful municipal law makers were to achieve this purpose within the confines of their municipality. The increase in touring in the seasonal fluctuations of population, however, has made it essential that traffic regulations of various parts of the country be made uniform, in order that the motorist may be informed of the rules regarding driving.

Since traffic regulations deal with conditions which are often peculiar to one city only, absolute uniformity would be impossible. Certain regulations, however, which affect all highways in the Carolinas alike, could be placed in the state laws. A uniform traffic code could also be drawn leaving each local community the designation of no-parking streets, congested areas and main thoroughfares. The motorist would be assisted materially in his quest for information regarding traffic regulations, if uniform signs and markings were adopted in all cities in the Carolinas.

At the annual meeting of the Carolina Motor Club to be held May 25th it is hoped to start a movement toward securing uniform traffic laws in the various towns of the Carolinas.

Only recently, however, has it come to the attention of the public that more accidents are caused by dangerous situations which are not the fault of the drivers of vehicles or of pedestrians, than by carelessness on the part of users of the road.

Statistics show that accidents recur at dangerous intersections, bad curves and narrow, crowded streets. It is difficult to eliminate the reckless driver, but dangerous situations may be minimized by changes in our streets and roads, and by changing the requirements regarding the places in which vehicles should be operated.

LOWLY HAIRPIN CAN BE USED IN EMERGENCIES.

An emergency cotter pin can be made from a common hairpin by a few twists of the pliers.

If the ignition timing nut pin breaks when fifty miles from home a hairpin can be cut and driven into its place and the journey finished safely.

When the ignition wire breaks, a hairpin will serve you there.

When you have no fuse for the lighting system a hairpin will give you a light by pressing the hairpin into the fuse holder. If several sheets of tinfoil are rolled up this will make an excellent fuse.

When starting on your next trip, be sure to take some hairpins with you.

ROUTES MARKED IN WASHINGTON

Color Band System Leads the Tourist Through Capital. Travelers Find No Difficulty in Following Main Arteries of Travel in City.

Tourists motoring to Washington, D. C., will find no difficulty in following the main arteries of traffic in the national capital as a result of color band markings for the main routes, worked out by the American Automobile Association and adopted by the District of Columbia commissioners. Funds for painting these color bands on the lamp posts along the routes through the city have been appropriated and the work of outlining the main arteries of travel has started.

The color band scheme, which has already been adopted in the New England states, New York and Pennsylvania through the co-operation of state and A. A. A. officials is declared by experts to be the simplest practical plan of routing a traveller through a strange city and as many other states are planning to install this system it is not unlikely that the time is close at hand when a motorist can follow a given color line from coast to coast.

As an aid to the street markings the A. A. A. has erected suitable signs at the main entrances to Washington explaining the proper color to follow to reach a given destination. Streets and highways running north and south will have a blue strip on the lamp posts or telephone poles. East and west thorough fares will be marked with a red stripe. Avenues running diagonally will bear a yellow stripe. In each case the top of the band will be exactly six feet from the ground and the width will vary from 16 inches for a single color to 24 inches where the triple combination is used. A two-inch band of white at top and bottom will accentuate the colors.

The system of marking will start from zero milestone, a permanent monument located directly south of the White House.

These color bands are designed to aid the through travellers in avoiding the congested traffic of the down town section while at the same time leading the visitor close enough to the heart of the city to make the finding of any desired location comparatively easy.

ROAD INFORMATION FIXTURES

A travelling man from Atlanta recently wrote the Carolina Motor Club that he always tried to stop at Hotels where there were Carolina Motor Club Information Fixtures.

This is a list of the places where these fixtures are placed at the present time. Others are being placed rapidly.

Albemarle	Central Hotel
Charlotte	Selwyn Hotel
Chimney Rock	Mountain View Inn
Franklin	Frank T. Smith, Druggist
Goldsboro	Kennon Hotel
Henderson	Vance Hotel
Hickory	Hotel Huffrey
Kinston	Hotel Tull
Morganton	The Caldwell
Oxford	Exchange Hotel
Raleigh	Yarborough Hotel
Raleigh	Bland Hotel
Spartanburg	Cleveland Hotel
Shelby	Cleveland Springs Hotel
Southern Pines	Southern Pines Chamber of Commerce
Washington	Hotel Louise
Waynesville	Alexander Drug Store
Rutherfordton	Iso-Thermal Hotel
Greensboro	O'Henry Hotel
Wilson	Cherry Hotel
Wilson	Serve-All Filling Station
Winston-Salem	Robert E. Lee Hotel
Durham	Malbourne Hotel
Greenville	Pitt County Chamber of Commerce
Greensboro	Chamber of Commerce

CHARLOTTE-STATESVILLE ROAD—Asphaltic Concrete Project 638. You will enjoy a spin over this road.

TIMELY TIPS TO MOTORISTS

An Expensive Neglect.

A small cut in a casing does not look like it means much trouble to the owner of the tire but if it is neglected it will very soon mean a damaged casing.

No matter how new a casing is, it should have immediate attention given to the small cuts when they appear. This will mean a double life to the tires.

When a small cut appears it should immediately be filled so as to keep the water and the sand from getting inside next to the fabric. When water is allowed to get to the fabric, it will soon rot. It will then be in a weakened condition—a blow out resulting at any time.

Why not watch these small but treacherous cuts in casings?

A Time Saver

After having gone through the trouble of locating a small puncture in an inner tube an excellent idea is to mark a ring around the puncture so if by chance you lay the tube down you can easily identify the damaged part without having to again spend a great deal of time and patience locating the tantalizing pinhole puncture.

No Grease Needed Here

Many motorists make the mistake of putting oil or grease on the commutator of the generator or motor. No lubrication is needed at this point.

An Emergency Repair

For an emergency gasoline pipe repair, common soap has proven very satisfactory. Take a small piece and press against the hole in the pipe, do not press the soap too hard as this will cause the soap to go through to the inside of the tube and not allow the gasoline to flow freely. This must be guarded against, otherwise you will have more trouble on your hands. After having applied the soap to the damaged tube, bind the soap to the tube with rubber tape. This will hold until you can have the repair taken care of in the proper way.

A Bright Light on a Stormy Night

Those who believe in putting a preparation on the windshield to give a clearer vision will also find it a sensible method to apply the same preparation to the headlight lenses. This will result in giving a brighter light on a stormy night.

To Clean Mica Windows

Many motorists use soap and water to clean mica windows, but if they will try cleaning them with vinegar and then washing them off with clean, cold water, they will have a better vision.

A Battery Tip

A battery should be placed securely in the battery box to prevent it from shifting and bouncing around when hitting jolts in the road. If this is neglected, one is sure to have untold battery trouble.

A Bent Front Axle

A bent front axle causes hard steering and will wear the tread from one or both front tires very rapidly.

To Clean Cloth Upholstery

The best treatment to give to cloth upholstery is to clean it thoroughly by beating the cushions gently with a carpet beater, then brushing off the dust with a wisk broom. To remove the grease spots that may accumulate, carbon tetrachloride is an excellent cleaner or use luke warm water and ivory soap applied with a woolen cloth.

Best to Use Lock Nuts

Always use lock nuts wherever possible on an automobile. Rough roads and vibration have no effect upon them.

An Important Kink.

Oil has far better cooling qualities than water and water has far better cooling qualities than air. This will explain why it is important to keep plenty of oil in the crankcase. Aside from the lubricating qualities it is very essential in keeping the temperature of the motor down.

A Few Tire Abuses.

A few of the many reasons why tires do not give the proper mileage: Speeding. This will burn up the tires as well as cause damaged fabric in the casing. When one is driving at a terrific speed and hits a rut, stone or hole in the road this blow which is driven with a fifty-mile-an-hour force is surely going to damage the best tire made. This damage may not show up for weeks. The damaged part is not always noticeable to the naked eye but sooner or later you will pay the price of neglect. And the price will be a repaired blow out or a new casing.

Speeding is more expensive than the average speeder realizes. If he would consider the damage done to all parts of his car aside from the excessive tire wear, he would be cured for life.

Over-loading is also destructive to tires, sudden letting in of the clutch will tear small chunks of rubber from the tires, so will the sudden application of the brakes. These must all be avoided if one wishes to get more miles per tire.

About Choked Muffler.

A car that is several years old should have the muffler taken off and cleaned.

A choked muffler will cause loss of power. Take down muffler, clean out all the soot and wash parts with kerosene.

Don't Neglect Steering Gear Oiling

Oil all moving parts of steering gear frequently. Much depends upon this one unit of the car. Quick response from the steering control has saved many a life.

Never Apply Brakes Suddenly.

The brakes should not be applied suddenly. Never hard enough to slide the wheels on the road.

It is a known fact that a car will not stop as quickly with the wheels sliding as with them turning.

THE SPEED MANIA.

The large and respectable society for the promotion of homicide, which operates through the strange disease commonly known as ''speed mania", is having its cosmic effect. A junketing party of Harvard astronomers that has been making excursions into the stellar spaces reports that one R. Z. Cephei, a star of variable disposition belonging to the gang of night-riders known as the constellation of Cepheus, is joyriding through the heavens every night at the limit-breaking speed of 2,500,000 miles an hour. It is obvious that 2,500,000 miles an hour is excessive. One of these fine nights there will be a skid, resulting in a busted planet or a hole in the milky way that will visit upon us a lacteal flood worse than the famous aqua one of Noah's day. It will, perhaps, furnish a first-page news item for the papers, but there are reasons why it is undesirable.

The report of the astronomical committee leaves much to be desired. How it ascertained the speed without seeing the speedometer is not told. Nothing is said about getting R. Z.'s number, though that is immaterial, since the committee did, somehow, get the name. What Hercules with his club is doing up there we are not told, nor does it appear that Harvard is taking any steps, though it maintains what is called a "sky patrol." One menace in this running amuck is its probable effect on mundane speedsters, now that the new record is discovered. Our ambitious roadburners are no pikers, and it is scarcely likely now that they will be satisfied with anything less than 2,500,000 miles an hour, and some, naturally, will want to break that record. This, to be sure, will be a great step ahead for the Society for the Promotion of Homicide, but it has disastrous possibilities for the rest of us.

—Indianapolis News.

TAKE PRECAUTION AGAINST THIEVES.

Don't wait until your car is stolen and returned in a dilapidated condition before locking it aplenty. Don't wait until your car is purloined to bolt your garage against the possibility of theft.

FORD STORY.

Unconfirmed reports say an African lion swallowed a flivver a few weeks ago. He forgot to shut off the engine, however, and shook to death in fifteen minutes.

HOW MANY MILES TO—

How often have we asked the stranger by the roadside "How many miles to—", and then go many miles further and ask the same question, and find that we quite often are only holding our own.

To supply our members with accurate information as to mileage between points in the Carolinas, and conditions of the roads, is one of the big aims of your organization.

Before this issue of CAROLINA MOTORIST reaches our members we hope to have distributed to them copies of the advanced edition of MILEAGE TABLES OF THE CAROLINAS, a little folder giving mileage on many of the highways. This data has been and is being compiled at considerable cost to your club; but we feel that it is a service which every member desires and will appreciate.

We further feel that it is something that is going to help increase tourist travel to North Carolina.

These mileage tables will be completed early as possible. It is planned to print two editions a year until most of the important highways have been completed, and then one a year will be sufficient.

Co-operation of members in making this work accurate and up-to-date is solicited.

Here is produced mileage tables for Highway No. 10 one way. This gives you an idea of the very valuable information which these tables contain:

ROUTE No. 10

Wesser to Beaufort.

P. T. S.
0.0 Square of Wesser; go straight across bridge and turn to the left
6.4 Square of Almond; straight through
15.00 Join road from Franklin.
F. S. C.
17.1 Turn to the right
17.2 Turn to the left at white garage
17.4 Square of Bryson City; straight through
17.6 Leave the streets of Bryson City
P. T. S.
24.2 Detour to the right
24.5 Turn to the right across bridge at Whittier and then to the left
28.2 Leave bridge and turn to the right
34.8 Sharp back to the left on detour
35.6 Turn to the right at station and then to the left
35.8 Square of Sylva
P. T. S.—Dirt road
39.0 Detour to the right at sign
43.2 Come back on main highway and to the right
Dirt Road
G. S. C.
54.5 Square of Waynesville and straight through
61.6 Clyde; straight through
65.8 Enter bridge to the left
65.9 Leave bridge to the left
66.1 Square of Canton; straight through
Asph.
75.2 Avoid bridge to the right; straight ahead
83.5 West Asheville; straight through
84.2 Leave bridge to the right; cross Roberts St.; go up hill to the left
84.6 Turn to the right on Patton Ave.
85.4 Pack Square Asheville; turn to the right on Biltmore Ave.
87.1 Turn to the left at cross roads; straight goes to Biltmore
101.0 Square of Black Mountain; straight through
F. S. C.
103.9 Leave paved road
G. S. C.
112.9 Old Fort; straight through
123.6 Avoid left turn; left goes to Spruce Pine
125.6 Square of Marion; straight through
126.3 Gray's Corner; straight through
135.6 Take right; left goes to Bridgewater
142.9 Glen Alpine; bear to the right by station
148.4 Square of Morganton; via W. Union Ave; straight through to Hickory
159.4 Valdese; straight through
162.5 Connelly Springs; straight through
166.4 Icar; straight through
170.9 Strike pavement
Asph.
173.9 Square of Hickory; turn to the left at P. O., thence to right and follow across railroad toward Newton
174.9 Lenoir College; turn to the right
175.0 Turn to the left
181.4 Turn to the right
181.5 Conover; cross the railroad
184.4 Newton; go out College St. to Statesville
184.5 Catawba College
G. S. C.
184.7 Turn to the left
192.1 Turn to the left
196.4 Turn to the right
202.0 Turn to the left on bridge across Catawba River
211.7 Enter Statesville via Front St. and turn to the left at Vance Hotel
212.2 Turn to the right at end of road
213.0 Take right fork
214.2 After crossing the railroad take left fork
220.2 Pass station at Elmwood
231.7 Cleveland; straight through
233.8 Underpass; bear to the left
238.6 Turn to the left on Fulton St.
238.9 Turn to the right on Innes St.
239.2 Square of Salisbury; Innes St. and Salisbury Ave.
Dirt Road (Det.)
241.0 Spencer; straight through
244.0 End of asphalt; follow detour signs
244.3 Yadkin River Toll Bridge; 25c
249.1 Turn to the right
261.7 Enter asphalt
262.2 End of detour
262.7 Lexington; detour between Lexington and Salisbury fairly good; slippery in wet weather; need chains
264.7 Cross railroad
266.2 Overhead bridge
267.0 Welcome; straight through
274.1 Overhead bridge
276.1 Straight through
285.2 Bear to the right
287.6 Enter asphalt
Conc.
287.0 Leave detour and enter main road to Thomasville
288.0 Thomasville; straight through
294.1 Turn to the left and then to the right
294.9 Turn to the left
295.0 Turn to the right
295.1 Turn to the left
295.6 High Point; turn to the right
296.2 Straight ahead
297.8 Bear to the right at "Five Points".
308.8 Turn to the left at filling station
308.9 Turn to the right down the hill on to car line.
310.0 Turn to the left with the car line
310.4 Turn to the right with the car line
311.2 Square of Greensboro; Elm and Market Sts. Straight through for Raleigh
Base to Asph.
312.2 Leave the streets of Greensboro
321.1 Sedalia; Negro College
324.3 Take left fork; right goes to Whittsett
327.0 Turn to the right
Conc.
327.1 Turn to the left.
327.1 Square of Gibsonville
327.2 Turn to the left
327.3 Turn to the right to Burlington
329.2 Elon College; straight through
332.8 Turn to the right on Trollinger St.
333.1 Turn to the left on Davis St.
333.9 Square of Burlington
334.3 Turn to the right
335.2 Midway Motor Co.
336.2 Turn to the right to the square of Graham
F. T. S.
339.4 Haw River; detour around the bridge
344.6 Mebane; straight through
350.3 Efland; straight through
355.2 Hillsboro; straight through
F. T. S. (Det.)
G. S. C.
367.8 Turn to the left
Conc. & Asph.
368.0 Turn to the right on W. Main St.
368.3 Trinity College
369.2 Square of Durham; continue out Main Street
369.9 Turn to the right to Alston Ave.
370.0 Turn to the left to Angier Ave.
386.2 Cary; leave hard surface to the left for short detour
386.8 Turn to the left on main road at end of detour
391.4 North Carolina State College to the right
392.7 St. Mary's College to the left
393.4 Turn to the right on Morgan St.; then to the left around Capitol Square of Raleigh.
393.5 Turn to the right on Fayetteville. Square of Raleigh.
393.7 Turn to the left on E. Cabarrus St.
394.0 Turn to the right on S. Bloodworth St.
399.4 Garner; straight through
402.2 Auburn; straight through
G. S. C.
408.6 Clayton; straight through
420.2 After crossing bridge turn to the right on W. Bridge St.
420.3 Turn to the left on N. 2nd St.
420.4 Square of Smithfield; straight through
421.0 Turn to the left then to the right off E. Market St.; cross R. R.
431.5 Turn to the left
431.7 Princeton; straight across railroad
432.4 Turn to the right
433.3 Turn sharp to the left
Asph.
442.3 Turn to the left on George St. from W. Holley St.
442.5 Straight across W. Center St.; Goldsboro.
443.6 Leave Ashe St.
455.9 LaGrange; straight through
462.3 Farm Valley; straight through
468.0 N. Queen St.; straight across; right goes to square of Kinston
468.6 Turn to the left then to the right

471.0 Take right fork; left goes to Greenville
F. S. C.
484.6 Fort Barnwell; bear to the right
Brick
494.1 Enter brick road
495.1 Jasper; straight through
506.2 Bear to the left
Asph.
506.5 Turn to the right on George St. from Broad St.
506.6 Straight across Pollock St. to Beaufort
Left goes to the square of New Bern
506.7 Enter bridge across New River
507.3 Leave bridge to the right on asphalt road
516.8 Leave asphalt for good sand clay road
G. S. C.
523.3 Havelock; bear to the left
533.8 N. Harlowe; straight through
535.9 Harlowe; across bridge
539 Turn to the right across Inland Waterway
Sandy
547.5 Enter streets of Beaufort
547.8 Turn to the right on Anne St.
548.2 Turn to the left on Market St.
548.3 Square of Beaufort.

HOW TO OBTAIN EMERGENCY ROAD SERVICE.

Do not fail to carry your membership card. No service will be given unless you have it with you when asking for aid. When you require Emergency Service, telephone nearest Official Garage listed.

Furnish the Official Garage with the information which is on your membership card.

Our nearest Official Garage will immediately send a mechanic to your aid; he will either start your car in thirty minutes so you can proceed under your own power or will tow you to our nearest Official Service Station, without expense to you.

Should you wish your car towed to any other than our nearest Service Station, you must bear the expense after leaving said station.

Your Club is not in the repair business. We only render Emergency Service and agree to do one of two things: Start you under your own power or tow your car to safety. We do not supply parts or accessories of any kind.

If your car is wrecked or disabled so it cannot operate under its own power; if there are broken parts or mechanical defects that cannot be repaired at the roadside within a half hour, our Service man will immediately tow your car to our nearest service station. When it arrives there, our responsibility ceases and you are at liberty to have your car repaired by whomsoever you wish.

In case of a puncture, our Service man will change your tires for you if you have a spare one, or he will put in a spare inner tube and inflate it. In no even will they repair punctures except at the expense of the member.

If the car can operate under its own power, without damage to itself, you are not entitled to our service. You must take it to a garage and arrange for its repair at your own expense.

Free Emergency Road Service is rendered to a distance of five (5) miles only, and a limit of thirty (30) minutes free work after reaching the car. Distance and time in excess will be paid for by the member.

Should you require gasoline, our Service men will bring you one gallon to enable you to proceed to a gas station. The member pays for the gas, the service being free.

As the name indicates, this is EMERGENCY ROAD SERVICE and no service of any kind will be rendered in a private or public garage.

The Club requests that you do not tip our Service men as they are paid by us in every case commensurate with service rendered.

In the case of a wreck where the car is insured, the member must pay the Service Garage for the tow as the insurance company will reimburse him for this.

Official Service Garages

All Service Stations used by the Club in rendering you aid are under a bond to the Club guaranteeing to our members preferred service. We will appreciate information and will carefully investigate any lack of service on the part of our Official Service Garages or discourtesy on the part of their employees.

OFFICIAL SERVICE GARAGES

(Town, Name, Hours for Service, Phones—Day and Night, in order.)

Aberdeen—A & M Garage—All hours.
Albemarle—Auten-Wolft Motor Co.—All Hours—126-126.
Asheboro—Highway Service Station—All Hours—142-27.
Black Creek—Aycock Auto Co.—4003.
Bryson City—Sandidge Motor Co.—All Hours—82-2.
Burlington—Midway Auto Co.—7 A.M.-8 P.M.—J-812.
Burlington—C. P. K. Motor Co.—7 A.M.-8 P.M.—825.
Burlington—Front Street Service Station—6 A.M.-12 P.M.—241.
Charlotte—Auto Inn—All Hours—24-24.
Charlotte—Rust Motor Co.—7:30 A.M.-6 P.M.—218.
Concord—Cabarrus Motor Co.—6 A.M.-11 P.M.—400-132L.
Dunn—Z. V. Snipes Garage—6 A.M.-10 P.M.—24.
Durham—Grand Central Garage—7 A.M.-12 P.M.—1500-1500.
Fayetteville—Universal Garage Co.—7 A.M.-6 P.M.—186-187.
Fayetteville—Lewis Motor Co.—7 A.M.-10 P.M.—862-862.
Fayetteville—J & N Motor Co.—7 A.M.-6 P.M.—75-75.
Franklin—Porter Motor Co.—7 A.M.-9 P.M.—45-45.
Franklinville—Franklinville Motor Co.—All Hours—95-95.
Goldsboro—Harris Motor Co.—7 A.M.-10 P.M.—838-482.
Graham—Moon Motor Co.—7 A.M.-10:30 P.M.—558J-558J.
Greensboro—Greensboro Motor Car Co.—7 A.M.-6 P.M.—2500-1020W.
Greensboro—P. B. Comer Garage—6 A.M.-12 P.M.—931-931.
Greensboro—Boren & Swaim Service Stations (Gasoline and oil service only.)
Greensboro—Guilford Motor Car Co. (Franklin service only) 7:30 A.M.-6:30 P.M.—166-166.
Greensboro—Coble & Starr Motor Co.—7 A.M.-10 P.M.—678-684.
Greensboro—Mebane Motor Co. (Dodge service only)—8 A.M.-6 P.M.—2351-2351.
Greensboro—Hares Motors of the Carolinas—7:30 A.M.-9 P.M.—2836.
Greensboro—Thos. C. Hunt, Inc.—8 A.M.-6 P.M.—260-3002W. (Packard service only.)
Greenville—Sugg Motor Co.—7 A.M.-9 P.M.—429.
Hamlet—Auto Inn—6 A.M.-10 P.M.—71W-71W.
Henderson—Stevenson Motor Service Co.—8 A.M.-8 P.M.
Hickory—Hickory Motor Corporation—6 A.M.-11 P.M.—405-24.
High Point—White Way Motor Co.—All hours except 9:30 A.M.-4 P.M. Sunday—393.
High Point—Sheraton Garage—7 A.M.-6 P.M.—485-485.
Hillsboro—Orange Motor Co.—7 A.M.-7 P.M.—98-110.
Kinston—Kinston Garage—7 A.M.-6 P.M.—414.
Laurenburg—McNair Automotive Co.—7 A.M.-6 P.M.—303.
Lenoir—Merritt Motor Co.—Phone 52.
Lexington—G & G Motor Co.—All hours—7443-353.
Liberty—Smith Motor Co.—All hours—75-70.
Louisburg—Beck's Garage—7 A.M.-12 P.M.—341.
Lumberton—Townsend Motor Co.—7 A.M.-7 P.M.—196-154.
Marshville—Marshville Motor Co.—7 A.M.-7 P.M.—154.
Maxton—Wilbarn Service Co.—7 A.M.-9 P.M.—215.
Mebane—James Warren Motor Co.—9 A.M.-6 P.M.—100-100.
Mebane—Elkins Motor Co.—7 A.M.-9 P.M.—134-91.
Monroe—Monroe Motor Co.—7 A.M.-7 P.M.—599.
Mebane—Mebane Auto Co.—9-97.
Morehead City—Service Garage—7 A.M.-6 P.M.—134W-1J.
Mt. Olive—J. L. Hatchers Garage—7:30 A.M.-10 P.M.—32-133.
Nashville—Wheeless Motor Co.—6:30 A.M.-10 P.M.—68.
Newbern—Automotive Service Co.—7 A.M.-12 P.M.—866-866.
Newbern—Willis Motor Co.—7 A.M.-12 P.M.—287-794.
Roanoke Rapids—Joyner Motor Co.—7 A.M.-6 P.M.—226.
Rockingham—Jenkins Buick Garage—7 A.M.-11-15 P.M.—341.
Raleigh—Motor Service Co.—7 A.M.-11 P.M.—777-1466W.
Raleigh—Franklin Auto Sales Co.—7:30 A.M.-6 P.M.—715-715. (Franklin service only.)
Raleigh—Sugg Motor Co.
Reidsville—Square Motor Co.—7 A.M.-6 P.M.—356.
Rocky Mount—Edwards Cutchin Motor Co.—All hours—362-362.
Roxboro—Crowell Motor Co.—7 A.M.-6 P.M.—77.
Smithfield—Sanders Motor Co.—7 A.M.-10 P.M.—168.
Salisbury—Cal Cutting Motor Service Co.—7 A.M.-9 P.M.—441.
Salisbury—Motor Tire & Service Co.—7 A.M.-10 P.M.—456W.
Sanford—Hanner Motor Co.—7 A.M.-11 P.M.—200.
Shelby—Thompson Higgins Motor Co.—All hours—517-129.
Snow Hill—Moye Motor Co.—6 A.M.-10 P.M.—11J-11W.
Southern Pines—Davis Motor Co.—7 A.M.-11 P.M.
Southern Pines—Federal Service Station—7 A.M.-12 P.M.—308.
Spartanburg, S. C.—Magnolia Oil Co.—6:30 A.M.-12 P.M.—1486-1486.
Statesville—Yount Motor Co.—7 A.M.-9 P.M.—41.
Sylva—J. S. Higdon's Garage—7 A.M.-8:30 P.M.—1.
Thomasville—Motor Service Co.—7 A.M.-9 P.M.—368.
Tarboro—Corbett Bros. Garage—7 A.M.-6 P.M.—49.
Waynesville—Swift Motor Co.—7 A.M.-6 P.M.—176.
Washington—Claude L. Carrow Garage—7 A.M.-6 P.M.—330.
Weldon—Bounds Motor Co.—7:30 A.M.-9 P.M.—207-226.
Wilmington—MacMillan & Cameron—All hours—15-15.
Wilmington—MacMillan & Marshburn—26.
Wilson—Ruffin Accessory Shop—All hours—912-626-478.
Winston-Salem—Ideal Motor & Equipment Co.—All hours—103-107.
Winston-Salem—Franklin Motor Car Co.—7 A.M.-10 P.M.—95-95. (Franklin service only.)
Winston-Salem—Hunt's Packard Service Station—8 A.M.—2612. (Packard service only.)

HOW BEST TO CARE FOR VARNISH ON A NEW CAR.

The varnish on a new car should be carefully washed if you wish to preserve the luster. One of the first things to do is to give it a cold bath by turning the hose on it. The cold water hardens the varnish and is less likely to scratch from dust and sand. Over-cautious owners have their car rinsed off every night with cold water until the varnish is set. After rinsing with cold water the car should be thoroughly dried with a chamois. Do not allow any drops of water to remain on the car, as these when dry, will leave marks on the varnish.

When the car has been splashed with mud care should be taken to remove it as soon as possible, for mud left to dry on new varnish will leave spots which will be almost impossible to remove.

If there should be a little dust on your new varnish and you feel as though you must wipe it off, use a wool duster—not a cloth, as the cloth duster scratches the varnish.

PREPARING A PLACE.

A certain minister who had been asked by his congregation to turn in his resignation selected as his text for his farewell sermon, the following:

"I go to prepare a place for you, that where I am there ye may be also."

A stranger, noting the disapproval with which the text was received by members of the congregation, turned an inquiring eye on the man sitting beside him. He received back this answer, delivered in a hoarse whisper:

"He's going to be the chaplain at the state penitentiary."

—American Legion Weekly.

"I saw you out driving yesterday."
"No, my wife was driving."
"But she was in the back seat."
"Just the same, my wife was driving."

BY-LAWS CAROLINA MOTOR CLUB, INCORPORATED.

The By-Laws are here produced that the members may have this information before them. It is possible that there will be several amendments to be made at the annual meeting of the Club. Recommendations are solicited from all members. The Carolina Motor Club is a stock corporation, because the laws of North Carolina do not provide for the incorporation of non-stock organizations.

Article I
Meetings of Stockholders.

1. **Place.** Meetings of the stockholders of the corporation shall be held at such place or places as the board of directors may designate.

2. **Annual Meetings.** The annual meeting of the stockholders of the corporation shall be held in May of each and every year, at which meeting the directors of the corporation shall be chosen from among the stockholders, which directors so chosen shall hold office until the next succeeding annual meeting and until their respective successors are elected and qualified.

3. **Notice of Annual Meeting.** A written notice of each annual meeting shall be mailed at least ten days before such meeting to each stockholder to his last known postoffice address appearing on the records of the corporation. If for any reason any annual meeting shall not be held as herein provided, such annual meeting may be called by the president or a majority of the directors at any time after the time herein prescribed for such meeting. The notice herein prescribed shall be unnecessary in the case of any stockholder who shall in writing waive notice of the time and place of such meeting or shall be present in person or be represented by proxy.

4. **Special Meetings.** Special meetings of the stockholders may be called at any time by the President or a majority of the directors and it shall be the duty of the president or secretary to call such meeting whenever requested in writing to do so by stockholders owning not less than twenty-five per centum of the entire outstanding capital stock of the corporation having the right to vote. Notice of such meetings shall be given in accordance with the requirements of Section 3 of this Article.

5. **Quorum of Stockholders.** At all meetings of stockholders a quorum shall consist of a majority of stockholders owning capital stock of Class A of the corporation either present in person or represented by proxies.

6. **Stockholders Right to Vote.** At all meetings of stockholders the right of any stockholder to vote shall be determined by the corporation's records and only such person shall be entitled to vote as appear as stockholders of the corporation upon such records and are otherwise qualified.

7. **Proxies.** Stockholders may be represented at any meeting by proxies, provided all proxies shall be in writing and no proxy shall be voted after three years from its date nor by any person other than a stockholder of the corporation.

8. **How Stockholders Vote.** At all meetings of stockholders all questions except as to the amendment or repeal of these by-laws, the election of directors and other questions, the decision of which is otherwise especially regulated by statute, shall be determined by a majority vote of the stockholders present in person or represented by proxies; and, in the event of a tie vote the presiding officer of the meeting shall cast the deciding vote. Each stockholder being the owner of one or more shares of Class A stock, shall be entitled to only one vote.

9. **Who Presides at Meetings.** The president of the corporation shall be the presiding officer of all meetings whether of stockholders or directors; and at all meetings of directors the president shall be entitled to vote as any other director and in all meetings of the stockholders of the corporation he may vote as provided for by Section 8 of this article. In the absence of the president a vice president who shall be the owner of a share or shares of Class A stock shall preside and have and exercise all the powers herein conferred upon the president when acting as presiding officer of the meeting.

10. **All Present, Notice Unnecessary. Waivers.** All motions carried and resolutions adopted and business transacted at a meeting of the stockholders at which all stockholders of the corporation owning Class A stock are present either in person or by lawful proxy shall be valid and binding even in the abesnce of notice of such meeting; likewise all meetings, notice of which is waived in writing by all of the stockholders, where no notice has been given, or by such stockholders as have not been duly notified shall be deemed and held to be regular and valid.

ARTICLE II
Board of Directors

1. **How Composed.** The board of directors shall consist of seven stockholders of the corporation; provided that such number may be increased and thereafter decreased to a number not less than three by the adoption of appropriate resolutions at any annual or special meeting of stockholders, provided that in the case of a special meeting the notice of such meeting shall have contained a notice of such proposed increase or decrease.

2. **How Elected.** The directors shall be elected by ballot and in accordance with the provisions of law governing or pertaining to such elections: the polls shall remain open for one hour unless all of the stockholders are present in person or are represented by proxies and have sooner voted or such as are not either present in person or represented by proxies shall have waived in writing this provision. The persons receiving the majority of the votes shall be declared elected and hold office as directors until next annual meeting and until their successors are elected and qualified. Upon such ballot each stockholder who is the registered owner of one or more shares of Class A stock shall be entitled to one vote.

3. **Powers.** The board of directors shall have and exercise all the powers of the corporation which are not reserved to the stockholders by the charter, these by-laws or by the laws of the State of North Carolina now or hereafter in force. In furtherance and not in limitation of the foregoing general powers and authority the board of directors shall have full power with respect to the following matters:

(a) **Vacancies.** In the event of a vacancy in the board of directors caused by death, resignation or otherwise in the interval between annual meetings the remaining directors, even though less than a quorum, shall fill such vacancy by choice from among the stockholders of the corporation, and the person so chosen shall be a director until the next annual meeting of stockholders and until his successor is elected and qualified.

(b) **Elect Officers.** Immediately or as soon as convenient after elected the board shall hold a meeting at which they shall choose from among themselves a president, vice-president, a secretary and a treasurer and such officers and agents as they may determine to be necessary.

(c) **Board of Advisors.** Likewise at such meeting of the board of directors the board shall elect an advisory board for the corporation consisting of one hundred members, the members whereof may be at any time called into consultation by the directors for advice concerning the affairs and interests of the corporation.

(d) **Fix Salaries.** The board shall by a majority vote fix the salaries and compensation of all officers of the corporation and may change such salaries and compensation from time to time as they may determine. The board may delegate these powers to the executive committee.

(e) **Employment of General Manager.** The board may employ, or authorize the executive committee to employ, a general manager for the corporation and may delegate to him the duties of the secretary and treasurer in the management and conduct of the affairs of the corporation.

(f) **Branches and Information Station.** In communities where there are fifty or more members of the corporation the board shall authorize the organization of the local members and the election of a local advisory committee to co-operate with the directors, executive committee and officers in organizing and executing the service of the local branch. All operating and maintenance expenses shall be paid out of the corporation's treasury. In communities of less than fifty members the board may authorize the establishment of such information service as it may deem advisable. Where such information services or branches are established a local manager therefor shall be designated by the general manager subject to the approval of the local advisory committee.

(g) **Buy and Sell Property.** The board of directors shall have power and authority to purchase, lease or acquire in any lawful manner any or all real or personal property which in their judgment may be beneficial to the purpose of the corporation.

(h) **Issue Notes, Etc.** The board of directors shall have power and authority to issue notes or other obligations or evidences of indebtedness of the corporation and to secure the same and from time to time to sell, assign, transfer, exchange or otherwise dispose of any of the property of the corporation.

4. **Directors Meetings, Where Held, Notice.** The board of directors shall hold their regular meetings at the principal offices of the corporation, unless for good cause they may determine to hold a meeting elsewhere. All meetings held upon two days notice personally communicated to each director or by telegraph or telephone or where notice in writing shall have been mailed not less than three days prior to any meeting to the postoffice address of each director appearing on the records of the corporation shall be a valid meeting, provided, however, the board may fix a time and place or times and places for regular meetings of which no notice need be given and provided further a legal or valid meeting may be held at any time without notice when all of the directors are present or such as are not present shall in writing have waived notice thereof.

5. **Quorum of Directors.** A quorum of the directors shall consist of a majority of the entire board.

ARTICLE III
Duties of Officers

1. **Prescribed by Directors.** The duties of the several officers of the corporation other than those duties in this article prescribed shall be fixed by the board of directors and the board may be motion or resolution at any regular or special meeting place new or additional duties, powers and responsibilities upon the several officers of the corporation. ..

2. **President.** The president shall preside at all meetings, both of stockholders and directors, sign all certificates of stock, appoint all committees and perform such other duties as may be assigned to him by the board of directors.

3. **Vice-President.** The first vice-president shall in the absence or of incapacity of the president perform the duties of that office; and he together with the other vice-presidents shall perform such other duties as may be assigned by the board of directors.

4. **Secretary.** The secretary shall record the proceedings of all meetings of stockholders and directors and the executive committee in a book or books kept for that purpose. He shall keep a record of the membership of the corporation and the number and kind of shares of stock owned by each stockholder.

5. **Treasurer.** The Treasurer shall keep full and accurate accounts of receipts and disbursements in books belonging to the corporation and shall deposit all money and other valuable effects to the credit of the corporation in such depositories as shall be designated by the board of directors. He shall receive and give receipts for all money paid to the corporation from any source whatever; and shall render to the directors or the executive committee, whenever required, an account of all his transactions as treasurer and of the financial condition of the corporation.

ARTICLE IV
Membership

1. **Classes of Members.** Membership in the corporation shall be of three classes as follows:

(a) Honorary
(b) Life Membership
(b) Active Membership

2. **Honorary Members.** The honorary membership shall be limited to twenty-five and shall include any persons distinguished for their scientific, literary, industrial or administrative capacity and may be elected by the board of directors. Honorary members shall be exempt from all assessments and shall have no right to vote at any meetings nor any right, title or interest in the assets of the corporation nor can any honorary member hold office.

3. **Life Members.** A person may become a life member by purchasing ten shares of Class A stock of the corporation.

4. **Active Members.** A person may become

an active member by purchasing one share of either class of stock of the corporation.

5. **Members, How Admitted.** Persons may only be admitted to membership in the corporation by signing the standard application blank and on approval of a majority of the executive committee.

6. **Stock Assessments.** Each share of the stock of the corporation shall be subject in each and every year to an assessment to be determined and levied by the executive committee of the corporation, but in no event to exceed $10.00; and, upon the failure of any stockholder to pay such assessment in the manner and within the limit of time fixed by the executive committee, such failure shall of itself effect and work the cancellation of the stock owned by him and the forfeiture by him of all right in the assets and to the privileges and advantages of the corporation; provided that any share of stock so cancelled as aforesaid may subsequently be reissued by the corportion in the discretion of the executive committee. Any stockholder who shall be the owner of ten shares of Class A stock shall be exempt from all assessment thereupon. Upon the death of any stockholder the stock owned by him shall thereby be cancelled subject to the right of the corporation through the executive committee to subsequently re-issue said stock.

7. **Discipline.** By an affirmative vote of two-thirds of the executive committee any member of the corporation may be admonished, suspended or excluded from the organization for conduct, injurious to the welfare or character of the organization or for the willful or reckless disregard of the existing laws or ordinances of the state or municipal divisions thereof; provided that before any such action shall be taken the member against whom complaint has been made shall be given ten days notice in writing of the charge against him and have an opportunity to make his defense. In the event of the exclusion of a member from the corporation such exclusion shall affect the immediate cancellation of all stock therein owned by him and the corporation shall refund to such excluded member such part of the assessment paid for the current year as the unexpired portion of such year bears to the whole years.

ARTICLE V

Executive Committee

Meetings of the executive committee may be called by any member of the committee. The executive committee shall advise with and aid the officers of the corporation in all matters concerning its interest and the management of its business and generally perform such duties and exercise such powers as may be directed or delegated by the board of directors from time to time and they shall have power and authority during the intervals between meetings of the board of directors to do and perform any or all things and acts in connection with the business of the corporation which the directors in meeting assembled have power and authority to do and perform, including the power to authorize the seal of the corporation to be fixed to all instruments and documents requiring the seal. The executive committee shall have power and authority to act other than in meeting assembled, provided that no action shall be taken or authority exercised by such committee except upon the vote or with the consent of a majority of the members thereof. The executive committee shall keep minutes of its formal or extraordinary transactions and shall cause them to be recorded in a book kept for that purpose and shall have such minutes submitted for approval to the board of directors at their meeting next succeeding such transactions. The secretary of the corporation shall be ex-officio secretary of the committee.

ARTICLE VI

Execution of Instruments

Any two of the four principal officers of the corpoartion, to-wit, the president, the vice-president, the secretary and the treasurer, shall have power and authority to borrow money for and in the name of the corporation for the proper prosecution and conduct of its business; and all checks, notes and other instruments issued in the regular course of business shall be signed by one of said officers, or the general manager, and countersigned by another of said officers.

ARTICLE VII

Certificates of Stock

1. **How Executed.** Each stockholder shall be entitled to a certificate of stock certifying the number of shares in the corporation owned by him. Certificates of stock shall be of such tenor and design as the board of directors may adopt and such tenor and design may be changed by the board of directors at pleasure. All certificates of stock shall be signed by the president or vice-president, attested by the secretary and shall have the seal of the corporation impressed thereon.

ARTICLE VIII

Books, Accounts and Records

The corporation shall keep at its principal office records of the meetings of stockholders and books showing a true and complete list of stockholders, their residences and the amount of stock held by each and books containing a record of the affairs of the corporation. Such books, accounts and records shall be open to the inspection of any member of the board of directors during business hours.

ARTICLE IX.

Fiscal Year.

The fiscal year of the corporation shall begin on the first day of May in each and every year and end on the 31st day of April in the same year.

ARTICLE X

Miscellaneous.

1. **Publication.** The corporation shall issue under the direction of the general manager a monthly club publication. One dollar of the assessment on each share of stock shall go toward paying the subscription to this publication. Subscriptions to this publication may be accepted from persons not members of the corporation upon payment of the subscription price of one edollar.

2. **Club Colors.** The club colors shall be red and blue.

3. **Seal.**....The seal of the corporation shall be circular in form with the words "Carolina Motor Club, Inc.," and the figures "1922" around the circumference and in the center the word "Seal."

4. **By-Laws; How Amended.**....These by-laws or any part of them may be repealed or amended at any annual meeting of stockhelders by a majority vote of such as are present in person or by proxy; and they may be repealed or amended in like manner at any special meeting of stockholders in a notice in which there shall be included a notice of such repeal or amendment; provided that no by-law made pursuant to any compulsory or obligatory provision of the charter of the corporation shall be subject to repeal other than as provided by law for the amendment of the charter. Other by-laws may be in their discretion enacted and adopted by the directors; and the directors shall have power to alter, amend, repeal or rescind any of these by-laws other than such as are made pursuant to any compulsory or obligatory provision of the charter of the corporation whenever in their opinion it is in the interest of the corporation to do so and in the opinion of the directors such action ought now to be delayed until a meeting of stockholders.

Certificate of Adoption. The foregoing by-laws were unanimously adopted at the first meeting of incorporators and subscribers to the capital stock of Carolina Motor Club, Incorporated, held on the 12th day of October, 1922.

E. STERNBERGER, President.

C. W. ROBERTS, Secretary.

WHEN YOU TUNE UP THE OLD BUS IN ANTICIPATION OF A CLEAN, ENJOYABLE SPIN IN THE COUNTRY—
THERE-SHE'S ALL SET
-AND THEN YOU HIT A "TRAIL" THAT HAS ALL THE MARKS OF THE "ROCKY ROAD TO DUBLIN"—
-AND AS YOU JOG FROM ONE RUT INTO ANOTHER, THE DUST FROM OTHER AUTOS MAKES YOU FEEL AS IF YOU'RE A VACUUM CLEANER IN OPERATION—
-AND THEN SUDDENLY, STRETCHING BEFORE YOU, YOU SEE AN EVEN, DUSTLESS RIBBON OF CONCRETE—
-AND YOU RIDE SMOOTHLY ALONG LIKE A BIRD ON THE BREEZE—
OH BOY! AIN'T IT A GR-RAND AND GLOR-IOUS FEELIN'-? !!!-!!

CAUGHT ON THE FLY

Twelve thousand persons said to have been killed by motor cars in 1922. There may yet be a monument to the Unknown Pedestrian.—Brooklyn Eagle.

Motorist (arrested for speeding)—"Good morning Judge, how are you this morning?"

Judge—"Fine! $25.00!"—Fairfield Motorist.

May Need 'Em.

Brown—"What is the first thing to do when you're learning to run an auto?"

Black—"Say your prayers."

—Portland, Me., Express.

But They Carry Mortgages.

"Even the poor no longer carry bundles."

"Of course not! They take them right in their autos."

—Judge.

Backhand Blow.

"Rather sad about that friend of yours that was killed in an auto accident."

"Very. He allowed his life insurance policy to lapse in order to have enough money to buy the car."—Judge.

Shattered Romance.

"There's no romance in an automobile courtship."

"How's that?"

"Just as I started to propose last night we had a blowout."—Judge.

Health Hint.

Fair Young Thing—"Doctor, you say I need plenty of exercise. What is the best way of getting it?"

Doctor—"Accept invitations to go motoring in the evening with strange young men."—Whiz Bang.

Not Worth Mentioning.

Philip—"My man, I think you are one of the most self-controlled men I have ever seen."

Morris—"Howcum "

"You seem to have an awful lot of trouble with your flivver. You get angry with it, and yet you never swear at it."

"Well, you see, it's this way. I don't think the flivver is worth a damn."—Princeton Tiger.

He "Auto" Know Better.

You may venture a kiss in a "Kissel" car—
'Tis done by the young and erratic;
You may gaze at the "Moon" in a "Willys- (K)night"
And thrill with emotion ecstatic.
You may act like a cad in a "Cadillac"—
'Tis done by the youth of all nations;
And when you reform, just turn over a "Paige"
And resolve to "Dodge" Satan's temptations.
You may huddle up close in a "Hudson Six"—
It is done by the giddy we find;
You may burn up the dust in a big "Cole Eight"
For a Coal leaves a "(N)ash" behind;
But if your soul yearns for a nice quiet drive
In the bus of the Undertaker,
Just drive out some night with a friend and a "Case"
And get stewed in a "Studebaker".

—Contributed by B. F., Toledo, Ohio, in The Headlight.

THE LEGAL WAY.

A lawyer thus illustrates the language of his craft: "If a man were to give another an orange, he would simply say: 'Have an orange.' But when the transaction is intrusted to a lawyer to be put in writing he adopts this form: 'I hereby give and convey to you, all and singular, my estate and interests, right, title, claim and advantages of and in said orange, together with all its rind, juice, pulp and pips, and all rights and advantages therein, with full power to bite, cut, suck and otherwise to eat the same or give the same away with or without the rind, skin, juice, pulp or pips, anything hereinbefore or hereinafter or in any other means of whatever nature or kind whatsoever to the contrary in any wise notwithstanding.'

"And then another comes along and takes it away from you."—Boston Globe.

His Good Turn.

May—"Is Stockton a careful driver?"

Ray—"Very. He even watches the corners when he has the right of way.—Topics of the Day Films.

No Such Animal.

A prospective buyer walked into a garage and said to the proprietor: "I would like to see a first-class second-hand car."

The proprietor looked at him and smiled as he replied: "So would I, brother."—The Automobile Journal.

The shades of night were falling fast,
The fool "stepped on it" and rushed past.
A crash—he died without a sound;
They opened up his head and found
Excelsior!

—Boston Transcript.

Deetroit Time.

The Boss—"What time was it those two Fords rattled up the alley last night?"

Porter Pat Murphy—"Tin after tin, soir."—Bay City News.

HIS CONSCIENCE EASED.

An Irishman went into a restaurant on Friday and asked: "Have yez any stewed whale?"

"No," said the waiter.

"Then ye can bring me beefsteak," said Mike. "Lord knows I tried to get fish."—Ex.

WHERE THE HOLE THRIVES.

Math. Instructor—"What do we mean when we say the whole is greater than any of its parts?"

Stude—"A restaurant doughnut."

A Big Monkey Show.

There were six in a crowd, all drunk. One of the number passed out and had a d. t. fit. The others carried him to a nearby doctor and the doctor said to him:

"Young man, do you see any snakes in this room "

"No, sir," was the reply.

"Do you see any lions or monkeys in the room?"

"No, sir."

One of the others called another off to the side and said:

"Hic—he's in an awful fix. Can't see any monkeys and—hic—the room is full of 'em."—Mugwump.

He Had the Car.

In honor of a recent visit paid to his factory by a party of distinguished Englishmen, a well-known Detroit automobile manufacturer had a complete car assembled in something like seven minutes.

Some weeks after this feat was heralded in the daily papers the phone at the plant rang vigorously. "Is it true that you assembled a car in seven minutes at your factory?" the voice asked.

"Yes," came the reply. "Why?"

"Oh, nothing," said the calm inquirer, 'o'nly I've got the car."—Saturday Evening Post.

"Now just a word to the pedestrians. While the great burden of care to avoid motor vehicle accidents rests upon the motorist, the pedestrian has no right to be a nuisance on the highway. He should cross the street only at crossings.

STOP AT OAKLAND TEA HOUSE
GIBSONVILLE, N. C.

An attractive cottage in large oak grove. Open daily from 11 A.M. until 9 P.M. Arrangements can be made for private luncheons, bridge parties and small dances. Very accessible. 12 miles northeast of Greensboro, 7 miles west of Burlington on State Highway Route 10.

WHAT OUR MEMBERS THINK.

Carolina Motor Club,
Gentlemen :—

Since becoming a member of the Carolina Motor Club I have had the misfortune of a breakdown with my car and promptly notified your service station at Rocky Mount, N. C., and am glad to say that I received prompt and efficient service from them without cost to me. I hardly see how it is possible for you to render such good service to your fellow members with such a minimum cost to them, and I cannot speak or recommend the club too highly.

FRANK G. SAUNDERS, Pinetops, N. C.

April 9th.

Carolina Motor Club,

The service rendered was prompt and satisfactory and brought to me a new realization of the actual value of membership in the Carolina Motor Club.

J. D. WILKINS, Greensboro, N. C.

April 9th, 1923.

Gentlemen: I have had cause to use the Club on two occasions since joining and have found the service of your official garages very prompt and satisfactory.

W. De.R. SCOTT, Graham, N. C.

March 30th, 1923.

Gentlemen :—

We are indeed greatly pleased with the prompt and quick service rendered by Official Garage No. 8, this city. It certainly is to the best interest of all automobile owners to become members of the Carolina Motor Club.

EDWIN H. JORDAN, Raleigh, N. C.

April 2nd, 1923.

Gentlemen :—

I want to say that I find the emergency road service all to the good, and I consider my membership in this Club worth while for more reasons than one.

DR. MARCUS E. HULL, Durham, N. C.

Carolina Motor Club,
Gentlemen :—

I want to thank the Carolina Motor Club for the very efficient way in which they handled the publicity of the loss of my car on the 21st of January. I feel that the small $10.00 fee that I paid to join this club is the best $10.00 I ever invested, and that I can with pleasure recommend my friends to join. Thanking you again for your efforts in my behalf,

C. M. BUTLER, Wilmington, N. C.

Gentlemen :—

I am in receipt of check covering cost incident to damages to my car December 3rd, amounting to $50.00. This prompt attention to my claim speaks better than my words can convey my pleasure in holding memberhsip with the Carolina Motor Club.

F. H. NICHOLSON, Greensboro, N. C.

(N. B. This is case where we recovered damages from a party who ran into our member's car. The non-member did not have insurance but at suggestion of the Club paid the claim.)

Gentlemen :—

I received every courtesy and consideration with a smile and no charges. It is a joy to know that I belong to your club and will receive service when needed every day in every way.

PAUL C. LINDLY, Pomona, N. C.

Gentlemen :—

I want to say that the emergency road service was of real value to me in time of need. I shall certainly endeavor to secure other members to this wonderful organization.

A. W. JONES, Durham, N. C.

Gentlemen :—

We thank you very much for the information regarding the route from Asheville to White Sulphur Springs, given in your telegram of the 9th.

ASHEVILLE CHAMBER OF COMMERCE.

Scoggin Printing Co.
(INCORPORATED)

BETTER CLASS LETTER PRESS
PRINTING

224 South Main St., Winston-Salem, N. C.

Before

You buy a new car decide whether or not the old car is yet running smoothly.

Before

You become disgusted think it over—isn't the whole trouble in the appearance of the car? You know a car that looks good at least seems to run better.

We can make your car look new

A real job of painting will make your car look so good that people will ask when you bought the new one. We guarantee our workmanship—every car is cared for individually—the work is done in our **absolutely dust proof** finishing room—this insures a finish as good as new—a finish unhurt by the dust that will stick when cars are painted without this protection.

Let Us Make Your Car Look New

CAROLINA BODY CO.
(Will repaint your car)
GREENSBORO, N. C.

REPRESENTATIVES WANTED
FOR
Carolina Motor Club, Inc.
IN EVERY COMMUNITY

Gentleman or Lady to assist in building membership among car owners.

Every White Car Owner of Good Character a Prospect.

Is organization of highest merits offering definite services to members.

Write for full information. Give occupation and two names for reference.

Carolina Motor Club, Inc.
HEADQUARTERS: GREENSBORO, N. C.

Why Should I Join The Carolina Motor Club?

"HERE is a set of answers for the doubting motorist who asks himself this question:

"Because I can get personal service which will eliminate much of the worry on my long trips.

"Because I can get the service of affiliated clubs in other states.

"Because I will receive emergency road service when I need it most.

"Because I will be contributing to the work my club is doing to eliminate unjust legislation.

"Because I will help to protect myself and other motorists from petty hold ups and persecution by rural constabulary.

"Because I will be doing something for the promotion of good roads in my community.

"These are only a few of the benefits you will receive—and give—as a motor club member. In numbers there is strength, and if you make your club strong enough in members, the more effective it will be in every way.

"Belonging to a motor club is a duty you owe to yourself and other motorists. In just a few weeks now, touring trips will be added to the routine of every day transportation. You'll find that these trips will be much pleasanter if you are a motor club member.

"Write to headquarters and sign up now for 1923."

This excerpt is taken from an advertisement written and published by the Cosmopolitan Magazine in the March issue. Show it to some friend whom you think should be a member; add a few words about our work, and he should be convinced that a membership in the Carolina Motor Club, Inc. is a motoring necessity.

CAROLINA
MOTOR
CLUB
INC.

CAROLINA MOTOR CLUB, Inc.
Greensboro, N. C.

Gentlemen:—Please have some one call on, or send full information and application blank to,

Mr. or Mrs...

Home Address ....

Business Address ....

Big City Hotels With Small City Prices

HIGH POINT, N. C.
THE SHERATON HOTEL

GREENSBORO, N. C.
THE O. HENRY HOTEL

We Particularly Invite Motorists
To Stop With Us

THE FOOR & ROBINSON HOTELS

COME TO GREENSBORO
MAY 25, 1923

This will be a history making event for Motor Car owners of the Carolinas

COME TO HAVE A GOOD TIME
TO DO YOUR PART TO BETTER MOTORING
TO ADVERTISE THE CAROLINAS

GREENSBORO INVITES YOU!

WORTH TEN TIMES THE COST

Says MAX RONES, High Point *Jeweler*

OF MEMBERSHIP IN

Carolina Motor Club, Inc.

HEADQUARTERS: GREENSBORO, N. C.

MEMBERSHIP BENEFITS

- EMERGENCY ROAD SERVICE
- MEMBERSHIP BOND CARD
- $50 REWARD IF CAR STOLEN
- MEMBERSHIP IN A. A. A.
- RADIATOR EMBLEM
- FREE ROAD MAPS
- LIMITED LEGAL ASSISTANCE
- CAROLINA MOTORIST
- MILEAGE TABLES

A business organization devoting its entire resources to bettering conditions for motorists in the Carolinas. A members' club, not carried on for profit.

MAX RONES
JEWELER
HIGH POINT, N. C., April 30th, 1923.

Mr. W. C. York, Branch Manager
Carolina Motor Club
Ashboro, N. C.

Dear Sir:-

I just want to take this means of expressing myself and commending your organization on the speed and accommodation your organization lends to the traveler by auto. On my trip last week to Troy, N. C. I had a puncture upon my arrival at Ashboro and had forgotten that I belonged to the Carolina Motor Club, having taken membership in this organization about a week prior to this time. I was reminded of the fact by one of my party that I could have my tire changed without any cost and much quicker than I could get any garage man to do it. I immediately phoned the authorized station at Ashboro, the Highway Service Station, and in less than seven minutes my extra tire was on the car and I was on my way.

I actually would not take ten times the amount I have paid for this membership if it were impossible for me to obtain another like membership in this organization. I am glad to recommend this wonderful organization to any one, and am proud of my membership.

Yours very truly,
(Signed) MAX RONES.

EVERY WHITE CAR OWNER OF GOOD CHARACTER CAN ENJOY THESE BENEFITS

TEAR OUT AND MAIL THIS CARD TODAY

COST JUST

$2\frac{3}{4}$c

A DAY

Mail the Card ☞

Carolina Motor Club, Inc., Greensboro, N. C.

I am interested in becoming a member of the Club. Please send me for examination:

Radiator Emblem carrying $50 reward if my car is stolen
Highway Mileage Tables and Highway Map.
Official Service Garage Card
Membership Bond Card, including membership in the American Automobile Association.

After three days examination I will either return the above in good order, or forward you my check for $10.00 covering first year's dues, $1.00 of which covers subscription to Carolina Motorist.

I am a white person, not a taxi driver or bootlegger.

Name ....

Street Address ....

Business or Reference ....

Town ....

CAROLINA MOTORIST

JUNE-JULY, 1923

CAROLINA MOTOR CLUB
AAA
1936
THIEVES WILL BE PROSECUTED

TEN CENTS

See America First From Your Car

You don't get the full benefit from owning an automobile unless you go touring every once in a while. Of course a motor car is primarily for utility transportation—to take you from where you are to where you want to go.

But you really should start out sometimes in your car, with no particular destination in mind. Just loaf along, invite your soul and make the acquaintance of the glorious country you live in.

Every variety of scenery is your for the seeking. There are no more beautiful lakes, rivers, mountains and forests in the world. And the improvements in highways and tourist accommodations during recent years make a motor trip very comfortable indeed."

This excellent advice was published in the June issue of Cosmopolitan Magazine, and it will pay dividends in pleasure and in health to those who act upon it.

The motorist knows, however, that the easiest way to dull the keen edge of enjoyment is to lose one's way out on a trip. Your seasoned motorist takes no chances; he belongs to a motor club, and gets complete directions from the club before starting out.

This is an advantage which members of the Carolina Motor Club have over their non-club member friends.

Tell your friend the non-member about the touring information available at the club headquarters, tell him about the mechanical first aid and towing service, the legal service, our good roads, legislative, and accident prevention work.

It should be easy to convince any motorist that a membersip is a motoring essential. If you have not the time to do this, fill in the coupon, and we shall have one of our membership committee call on him.

Non-Members are invited to send for information

CAROLINA
MOTOR
CLUB
INC.

CAROLINA MOTOR CLUB, Inc.
Greensboro, N. C.

Gentlemen:—Please have some one call on, or send full information and application blank to,

Mr. or Mrs.……………………………………

Home Address ……………………………………

Business Address ……………………………………

CAROLINA MOTORIST

Vol. I. GREENSBORO, N. C., JUNE-JULY, 1923 No. 5

ANNUAL MEETING A GREAT SUCCESS

One Hundred and Fifty Attend; C. C. Armstrong, Gastonia, President; To Meet In Charlotte Next In February; Now Fourth Largest In South

As this article goes to press the Carolina Motor Club has over 1500 members in over 130 towns in the Carolinas—a record unsurpassed in the South. Headquarters of American Automobile Association at Washington advise that the Carolina Motor Club is now the fourth largest organization of its kind in the entire South.

Officers were elected, Board of Advisors elected and much other business transacted.

The voting members held a meeting at 3 o'clock on May 25th and transacted the business of the organization.

C. C. ARMSTRONG, Gastonia, N. C.
President, Carolina Motor Club.

It will be noted that the Board of Advisors of one hundred who are expected to really develope and shape the organization, are from 100 towns in the Carolinas.

It was voted to hold the next meeting in Charlotte in February. It was also voted to change the By-Laws so as to end the fiscal year with the last day of December.

In connection with the February meeting the Carolina Automotive Dealers Association will hold an automobile show so as to make the meeting even more attractive.

Elsewhere in this issue is reported the splendid address delivered at the annual meeting of the Club by Honorable A. W. McLean of Lumberton, North Carolina. Other speakers were Mr. Lee A. Folger of Charlotte, former President Carolina Automotive Trade Association. He spoke of the ethics and ideals of the progressive automotive dealers, and of methods of cooperation between the dealer and the owners. Mr. Joe Sawyer, Manager of the Automobile Department of the Secretary of State made a most interesting talk, during which he said that the Carolina Motor Club has been of very great assistance to the Secretary of State Department, and gave the Club full credit for the work of getting enacted into law the anti-theft bill passed by the last session of the general assembly.

Report of Treasurer Waldo Porter, who is Vice-President of the American Exchange National Bank, showed that the organization was in good condition having made a growth since its birth with absolutely nothing until at the end of the period the Club, according to audit made by Smith Audit Company, Certified Public Accountants, had a net worth of $2,800.00. The Club now owns its own home, that is a building, it does not own the lot on which it stands. The use of the lot has been given by that very worth while citizen of North Carolina, and Representative in the General assembly of Guilford County, Mr. Clem G. Wright. The Club is greatly indebted to Mr. Wright for the use of this lot. The Club owns a Ford Survey car, two typewriters, a multigraph, stock of emblems, maps, etc. These details are just given to show the reader that the Carolina Motor Club is a really going, growing, permanent organization, built on the basis of service to car owners in the Carolinas. We still have some critics; they make us grow; we still have some skeptical, they make us keep on our tip toes and work hard; we still have some jealous and prejudiced, and they also help us grow.

TOURING TOPICS

Since June 1st the Tourist Bureau has had 761 calls by telegrams, telephone, letters and calls in person from 128 towns, 28 States and Cuba for information.

Practically all of the tourists who call in person are pleasant to serve and are very appreciative. They tell us about the good and bad roads they have passed over and what they think of them, how they enjoy the good roads, the nice towns and the hospitable people. Tourists are very interesting to talk to and they generally want all sorts of information concerning the best hotels, the historic points of interest and good garages along their routes. Occasionally we have a tourist who is not courteous, but they have much to learn about the true spirit of the Motorist.

* * *

Also every now and then we have some funny questions to answer, such as: A very intelligent looking lady walked into our Club one day and with hands outspread asked ''What's This?'' With our name and Emblem outside on the building and maps and ''Free Information'' inside, we told her it was the Carolina Motor Club, then she asked, ''Well, have you any tomato plants for sale?''

* * *

Another time two young girls called and wanted information on condition of roads and hotels from our town to Charlottesville, Va. After securing all this informed us that they were walking and would like to know if tourists were nice about picking people up along the roads? However, motorists are not ''giving lifts'' so frequently now, due to the many highway robberies, etc. along the roads.

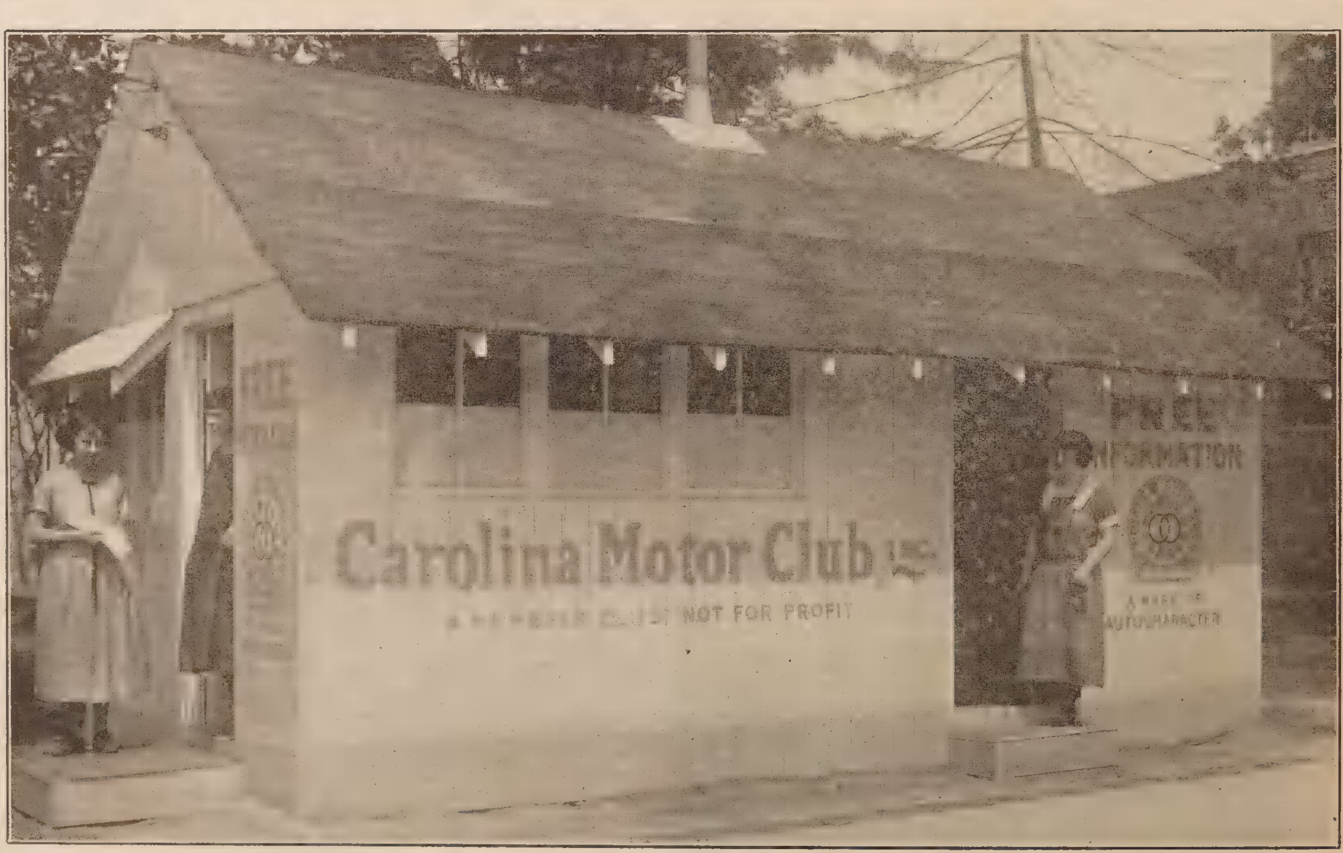
* * *

We are kept very busy though making up routings for our members who are leaving every day for points in the West, Canada, up through the New England States, sea shore resorts all along the coast, and to all points in the Carolinas.

On June 10th we sent a routing which practically covered North Carolina to Mr. W. H. Belk of Baltimore, Md. and who wanted to bring his family and several cars of friends down here. Saturday, July 14th he came in to tell us that they had all had a wonderful trip, touching all the points of interest that our routing included and they expected to do it all over again next year.

ABOUT STOLEN CARS.

When a member joins the Carolina Motor Club he pays for protection and service on only one car, unless he takes out more than one membership. In event a member has one membership. and one car listed, and his other car is stolen, the Club is not responsible for the reward feature and other services for the unlisted car. Members who have two or more cars should take out a membership to cover each car.



Headquarters of the Carolina Motorr Club at Greensboro, N. C.

The first of such information offices to be established. Five more are contemplated early as arrangements can be made and the membership of the Club justifies it. From June 1st to July 1st, 761 calls by wire, telephone, letter, and in person for road information and routings were furnished by this office, without charges for the service. This is just one small service of the Carolina Motor Club.

THE PRESIDENT'S LETTER

To Motor Car Owners of the Carolinas:

In accepting the Presidency of the Carolina Motor Club, I did so realizing the responsibility, and confidence which the members of this organization expressed in me.

It is my one high hope that we will be able to make this organization of tremendous value, not only to individual motor car owners, but to the Carolinas at large.

There is need for the organization and the services which it is rendering the members in the States.

From time to time it will be necessary for me to call upon various members of the club for their assistance and co-operation in carrying out and making successful our various activities.

At this particular time I want to urge the co-operation of the entire membership with the two committees which I have appointed.

The first is a committee on "Carolina Historical and Industrial Tour". I hope that this committee will be able to work out a plan whereby it can develop an historical and industrial tour of North Carolina and South Carolina, that will be unique and different from any other undertaking ever attempted in the South. My view is, that this should be worked out and advertised in national magazines and papers, so as to attract people of means to tour through the Carolinas, and incidentally to locate or invest in the Carolinas. My committee for this work is as follows:

J. E. Sirrine, Greenville, S. C.
C. E. Taylor, Wilmington, N. C.
Leonard Tufts, Pinehurst, N. C.
Howard W. Odum, Chapel Hill, N. C.
Fred N. Tate, High Point, N. C.
E. T. Mickey, Winston-Salem, N. C.
John L. Dabbs, Charlotte, N. C.
Col. Frank Hobgood, Jr., Greensboro, N. C.
W. L. Alexander, Blowing Rock, N. C.
W. N. Everett, Raleigh, N. C.
A. M. Lumpkin, Columbia, S. C.
L. E. Strauss, Florence, S. C.
Tom Pettus, Wilson, N. C.
Mrs. Caesar Cone, Greensboro, N. C.
J. Dale Stentz, Lake Junaluska, N. C.
A. M. Kistler, Morganton, N. C.
P. M. Burdette, Asheville, N. C.
G. F. Harper, Lenoir, N. C.
Geo. L. Hackney, Lexington, N. C.
E. H. Kochtitsky, Mt. Airy, N. C.

Honorary Members of the Committee:

Governor Cameron Morrison, Raleigh, N. C.
Governor Thos. G. McLeod, Columbia, S. C.
Frank Page, Raleigh, N. C.
R. Goodwin Rhett, Charleston, S. C.

The second committee which I wish to announce at this time, is the committee on "Don't Get Hurt" movement. I believe the committee selected is fully capable of working out a plan a little different, and yet more effective than anything yet undertaken. The whole purpose of this movement is to eliminate automobile accidents on the highways at grade crossings. The committee for this work is as follows:

Dr. Houston Hiatt, High Point, N. C.
W. C. Dowd, Charlotte, N. C.
H. W. Plummer, Asheville, N. C.
Gilbert C. White, Durham, N. C.
McBride Holt, Graham, N. C.
S. I. Sulzbacher, Florence, S. C.
Dr. A. W. Knox, Raleigh, N. C.
John C. Sheppard, Charlotte, N. C.
Fred F. Bahnson, Winston-Salem, N. C.
Capt. Nathan O'Berry, Goldsboro, N .C.
Kent Sheppard, Winston-Salem, N. C.
Chas. G. Rose, Fayetteville, N. C.
E. V. Webb, Kinston, N. C.
P. C. Painter, Greensboro, N. C.

There is one feature of this organization that I want to emphasize, and that is: this is an organization belonging to its members. We do not have any big executive salaries or dividends to pay. The Active Vice-President and other officers give gratis of their time to the organization. All monies received are put into service for the members. You can appreciate what one feature of this service is, when it requires the entire time of one clerk to answer letters, telegrams, and telephone calls for road information at the headquarters office.

I solicit the co-operation of every member to help us make this organization the very greatest success and service; and in return I promise you that my office will do its best to make the organization what you would have it be.

Cordially yours,
C. C. ARMSTRONG, President.

ADVICE FROM ALGER COUNTY, MICH., ON KEEPING ROADS GOOD

Maintenance of improved roads has often been neglected.

As a result, costly improvements have gone to ruin.

Insufficient funds for maintenance have been largely to blame.

No financial oversight can be more disastrous than failure to provide for our improved highways.

The character and volume of traffic determine the type of road to build, provided adequate maintenance is assured.

Economy, therefore, can be had only when proper maintenance is guaranteed.

No part of highway work requires more skillful supervision than maintenance.

A slip-shod method of maintenance will ruin the best of roads.

Nowhere is there a greater field for application of sound business principles than highway maintenance.

Constant attention to detail, combined with close study, produces efficiency.

Efficient maintenance—the secret of public highway success.

SPEED INCREASES WEARING ON TIRES

Experiments Show 80 Per Cent of Power Is Transmitted to Rear Wheels—Shifting to Prolong Life.

"Of the total power of the motor in an automobile, part is absorbed in the mechanism of the car," says Dr. W. C. Geer, of the B. F. Goodrich Company. "The remainder, estimated to be more than 80 per cent, is transmitted to the rear tires to be expended in pushing the machine against the wind, up hill and against other resistances."

"Driving over bricks and bumps, dodging around automobiles at the side of the road, our tires are subjected to power as well as dead load and to sudden changes in strain. These jerks, bumps and cuts by rough stones on the road's edge that let water into the fabric are the killing forces that destroy tires. If tires were treated as most of our property is, we should carefully guard them month by month.

Shifting of Old Tires Advised

"The older ones should be shifted from the position of greatest work, namely, the rear, to the front; for we should think of them as old, faithful horses, to be gradually retired to easier jobs, while the younger ones are called upon to carry the heaviest burdens.

"How much work does a tire do? If one 32x4-inch tire on the rear wheel of a car carrying a load of 1,500 pounds runs 10,000 miles up a 4.4 per cent grade, the work it has to do, engineers tell us, is 2,026 horsepower hours.

"This is equivalent to lifting more than 4,000,000,000 pounds of stone up one foot. The computation, to be sure, assumes the tire to be on the upgrade all the way; but if it goes upgrade only one-quarter of the time, the work done would lift the Washington monument about 12 feet.

"When your tire goes 100 miles it does as much work as you would do if you shoveled 220 tons of coal into your second-story window. During such a job you would perspire freely; the tire heats, too.

Speed Increases Temperature

"We have learned by experiment that when this 4-inch tire was run for an hour at 20 miles an hour the temperature of the tire just under the tread had increased 37½ degrees; at 40 miles an hour, the increase was 75 degrees.

"In the hot days, with the thermometer 95 degrees in the shade, and 110 degrees on the road surface, imagine the tire heated to 180 degrees, or nearly enough to boil water!

"Is it any wonder that rubber wears rapidly then? These figures of temperature show that the motorist has considerable to fear if he rides at excessive speed in hot weather, or if he permits his air inflation to be reduced to the point where there is maximum flexing, and consequently increased rise in temperature. Regardless of that, rubber tires resist just such wear to a greater degree than any other known substance.

"Motoring is not wholly a matter of engines and chassis. 'Bone-shaker' vehicles are gone forever. To the pneumatic tire may be given credit for the astounding growth of the automobile, for it has permitted both speed and comfort."

KEEP BRAKES FREE.

When forced to come to a stop in heavy traffic, release the brakes. Thus, if your car is struck from behind, only its weight offers resistance to move ahead.

TOKYO TRAFFIC RULES TRUMPET MELODIOUSLY

The following rules of the road, said to be copied literally as posted in the Central Police Station of Tokyo, have been made public by Chief City Magistrate William McAdoo of New York:

1. At the rise of the hand policeman stop rapidly.
2. Do not pass him or otherwise disrespect him.
3. When a passenger of the foot hove in sight, tootle the horn, trumpet at him melodiously at first, but if he still obstacles your passage, tootle him with vigor and express by word of the mouth the warning "Hi, Hi."
4. Beware the wandering horse that he shall not take fright as you pass him by. Do not explode an exhaust bow at him. Go soothingly by.
5. Give big space to the festive dog that shall sport in the roadway.
6. Avoid entanglement of dog with the wheel spokes.
7. Go soothingly on the grease mud as there lurks the skid demon.
8. Press the brake of the foot as you roll round the corner to save collapse and tie-up.

The rules were brought back by the Rev. Dr. Karl Reiland, Rector of St. George's Church, New York, who has been visiting in Japan. Dr. Reiland writes to The American City:

"I have assumed that this is a translation from the Japanese made by a Japanese, but I cannot be certain. It seems to indicate faithfully the courtesy and poetic and pleasing method of expression known to be incident to the nature of the Japanese."

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THE CAROLINA MOTOR CLUB is a business organization devoting its entire resources to the bettering of conditions for motorists in the Carolinas. A members' club, not carried on for profit.

OFFICERS
C. C. Armstrong, Gastonia, N. C.........President
J. E. Sirrine, Greenville, S. C.........1st Vice-President
H. W. Plummer, Asheville, N. C.........2nd Vice-President
John L. Dabbs, Charlotte, N. C.........3rd Vice-President
Baxter Durham, Raleigh, N. C.........4th Vice-President
C. W. Roberts, Greensboro, N. C.....Active Vice-President
Waldo Porter, Greensboro, N. C.........Treasurer

BUCK & GLENN, Incorporated
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Winston-Salem, N. C.

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DIRECTOR OF MEMBERSHIP DEPARTMENT

Mr. John B. Leathers of Greensboro, N. C., has been appointed Director of the Membership Department of the Carolina Motor Club. Under the direction of Mr. Leathers it is expected that the Carolina Motor Club will grow even faster than it has in the past. Mr. Leathers will supervise the many representatives now scattered throughout the Carolinas and will himself visit the different towns so as to keep in touch with the members of the organization. This Department has the ambition to grow to such an extent that it will be the largest club in the entire South within the next two months. It now holds fourth place in the South.

CLUB OFFICIALS TAKE PART IN BIG BRIDGE OPENING

President C. C. Armstrong, and Active Vice-President C. W. Roberts on the invitation of the Florence Chamber of Commerce took part in the formal dedication of the handsome new structure over the Pee Dee River between Florence and Marion, S. C. This occasion took place on June 14th, There were some 5000 people present. This was a holiday for Florence and Marion. The Governor, Honorable Thos. G. McLeod, of South Carolina, performed a wedding ceremony, uniting Miss Florence and Mr. Marion in marriage. This bridge, erected by the two towns and two counties, brings together two communities who have been separated by the waters of Pee Dee for all time. It opens a straight line highway into Charleston; and will do much for the development of this section of the Carolinas.

JOIN AN AUTOMOBILE CLUB THAT AIMS TO LIVE UP TO ITS NAME

(Every motor car owner is urged to read this editorial from the June issue of Motor Life. It gives the very strongest reasons why motorists of Carolinas should support the Carolina Motor Club.)

Today we have some twelve million motorists and of this enormous number only a relative few belong to automobile clubs. Automobile clubs—those that are conducted properly, for the good of the motorist and of motoring—are important institutions.

One reason why the average motorist is often lukewarm toward the proposition of joining a club is found in the frequency with which fly-by-night clubs have usurped the place of unselfishly conducted organizations, when the financial support of local motorists has been enlisted for no more important purpose than the furtherance of some private scheme not always linked with the cause for which the association was ostensibly created.

It is our opinion that motorists should belong to automobile clubs. The organized strength of car owners goes a long way toward combatting freak legislation and other incursions into motoring rights and privileges. Without such organizations motorists are at the mercy of every short-sighted fanatic, of every would-be traffic reformer, and of every legislative proposition seeking to gouge new taxes out of an already overtaxed commodity.

But let us beware of the automobile club brought into being by professional organizers, or by men whose motive is found in personal axes in need of grinding. One of the greatest safeguards against joining the wrong automobile club consists in finding out who its officers are; if they are reputable men, reasonably certain to be animated by motives aiming at doing the best for motoring, by all means join the club. The influence that may be brought upon motoring affairs by millions of organized motorists is so tremendous that its mere contemplation causes one to wonder why so few of us are members of automobile clubs.

MOTOR CARS IN NORTH CAROLINA

(From University of N. C. News Letter)

A Motorized State

Do you own a motor car? Perhaps not, but you will before many months. Everybody has a car or is planning to get one. At the rate we are buying them today there will be a motor car for every family in the state in three more years! Does it sound impossible? Perhaps so, but listen.

In 1915 North Carolina had one motor car for every 140 inhabitants. In that year there were ten counties that had a grand total of eighteen motor cars, and three counties had none. In 1919 the state had one motor car for every 23 inhabitants. In 1922 she had one motor car for every 17.2 inhabitants. On January 20, 1923, there was a motor car for every fourteen inhabitants in the state, and on April 13 we had a motor car for every thirteen inhabitants. The number of inhabitants per motor car is being reduced by three each year, so that in 1924 there will be one car for every ten inhabitants, in 1925 there will be one car for every seven inhabitants, and in 1926, at our present rate of purchase, there will be a motor car for every family, white and black, town and country, in North Carolina. You way not own a car in 1926, but your neighbor will have two, and maybe three or four. In many families today each member has his or her private car.

Gaining Momentum

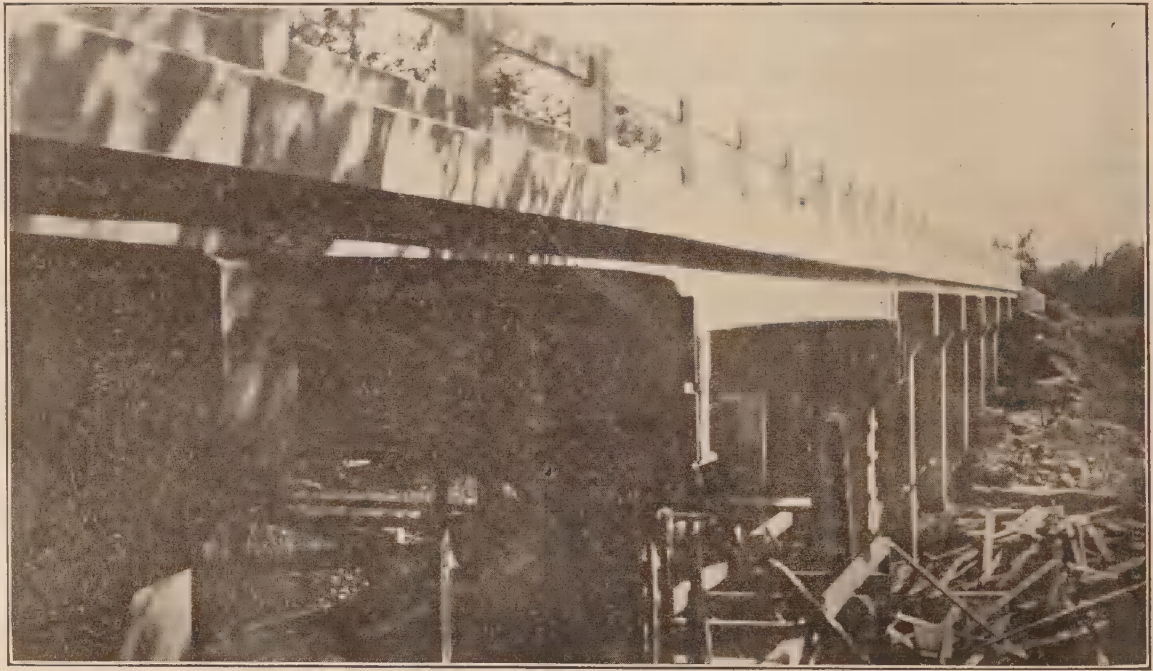
We are buying automobiles in this and every other state faster than ever before. In 1915 North Carolina had a grand total of 16,410 motor cars, or one for every 140 inhabitants. Many wise ones agreed that we were on our way to bankruptcy with eight million dollars invested in motor cars! In 1919 we had 109,000 motor cars or one for every 23 inhabitants, representing an investment of nearly 90 million dollars. In March 1922 we had 150,312 automobiles, or one for every 17.2 inhabitants, representing an investment of 120 million dollars. On April 13, 1923, we had 204,500 motor cars, or one for every 13 inhabitants in the state, representing an investment, at $800 per car, of $163,600,000; and we are not broke yet. In fact we are gaining momentum.

On January 20 we had 187,880 cars. On April 13 we had 204,500, a gain of 16,620 in less than three winter months. We have bought more cars in eleven weeks than the state possessed in 1915. During the last year from March 1922 to April 1923 we purchased 54,188 motor cars, or at the rate of 4,500 automobiles a month. At the present rate of purchase there will be around 260,000 motor cars in North Carolina by the Christmas holidays. They are being bought at the rate of 200 a day.

Where They Are

Where do the people live who own all these cars? Mainly in the central part of the state, from Edgecombe to Catawba county, and not in the mountain nor tidewater areas. There is not a single county in either of these vast acres in which there are as few as twelve people per motor car, and only seven of the fifty-seven counties in these two areas are above the state average of one motor car for every fourteen inhabitants. The leading counties are located mainly in the great industrial area lying like a reap hook from Edgecombe, through Wake, Guilford, Iredell, Catawba and Gaston, along the Southern Railway.

Guilford leads North Carolina in the total number of motor cars with 10,777, and in people per motor car with one car for every 7.9 inhabitants. Guilford will soon have as many automobiles as the entire state possessed eight years ago. There are enough motor cars in Guilford to take the entire population of the county on a joy ride, by crowding in just a bit. By the end of the year there will be room for all to ride comfortably, for Guilford will buy more than 2,500 cars this year. She bought 2,263 last year.



Fishing Creek Bridge, Chester County, S. C.

Autos and Roads

Our rapid growth in motor cars is due very largely to our great road construction program. The counties which lead in motor cars are the counties with a large mileage of hard-surfaced and other types of improved roads. The lack of autos in the mountain and eastern counties is due very largely to poor highways. Now that highways are being built in these sparsely settled counties the people are following the example of central counties and are buying cars at an unprecedented rate. Many of these counties purchased more cars last year than they possesed in March 1922. They have a long way to go to catch up with the counties which lead today, but give them good roads, and if good roads come can autos be far behind?—S. H. H., Jr.

SECRETARY OF STATE W. N. EVERETT GIVES SOME INTERESTING DATA

It will be a matter of gratification to the readers of your paper, because it means that the sale of bonds for the construction of roads and the maintenance of roads is on a safe basis.

At the end of the fiscal year June 3t0h, 1922, the total income from automobile license and gasoline tax was $3,100,000; on June 30th, 1923 it will approximate $4,250,000. At the end of June 30th, 1924 we estimate that the total income from these sources will be about $6,000,000.

This will permit the Highway Commission to continue its plans of maintenance and to improve upon them; to pay the overhead expense of $250,000 per year; to pay the interest on the bonds sold to date; to continue the sinking fund of $250,000 per year, and still have over one-half million dollars. It may be interesting to say that the cost of collection through this Department, was in 1922, 2½%; it is in this year approximately 2¼% and we expect to make a better showing for the next year, in that we hope the costs will not exceed 1¾%. This amount covers, not only all office expenses but the costs of the number plates, postage, etc. For instance, the postage is quite a matter, as you may readily realize when you consider that there are now about two hundred and twenty-five thousand license plates mailed out each year. We gave a check the other day for $11,000 for stamps alone.

To June 1st, the total cost of roads which have already been built and those which are under construction and are under contract to be built, approximate about $56,000,000. The large part of this has been paid from the sale of bonds; part from Federal Aid and part from assistance given by some of the counties. There was on that date of the bond issues authorized about $25,000,000, which had not been expended. When this shall have been paid out in roads, there will still be about one thousand miles of the present State Highway System which have not been rebuilt. Whatever improvement they show will have been done from the maintenance fund. There will still be fifty or sixty counties whose principal towns and county seats will not have been connected by the most direct routes. This will require an additional thousand miles.

The rapid growth in the receipts through this Department leads me to believe that there will be no halt in the program until both of these objects have been achieved; although I do think we should give very careful consideration to the issuance of additional bonds, at least for the present, and until the markets have absolved our previous issues.

However, a way will be found in my judgment, to continue the work until the job is finished in a satisfactory way.

I want to emphasize the fact that not a single dollar of the money derived from the sale of bonds or from federal or county aid has been spent in any overhead costs; either to pay the running expenses of the Highway Commission's office force or for engineers; **but on the contrary**, every single dollar has gone into the building of a road.

In reference to the railroad crossing law which goes into effect on July 1st, I think it would be fair to say that the Attorney General has ruled that a violation of this law does not come within those offenses in which a magistrate has final jurisdiction. Chapter 255 Public Laws 1923, Section 3, reads as follows: "That any person violating the provisions of this Act shall be guilty of a misdemeanor, and upon conviction shall be fined not more than $10.00 or imprisoned not more than 10 days, or both, in the discretion of the Court." The words "or both" takes it from the jurisdiction of a magistrate, which leaves him with only the authority to bind over to the Superior Court.

Inasmuch as those of us who drive automobiles and trucks are paying for the splendid road program—both for the maintenance, for the interest on the bonds and all overhead charges, and now that we are setting up a sinking fund—will finally pay the bonds when due, I would like to emphasize the importance of a close and friendly co-operation on the part of every motorist with this Department, to the end that he may help us in our earnest efforts to make every automobile which uses the roads, make its fair contribution to their maintenance and other costs. If every motorist will report to this office the name of any person driving without a registration number, it will be of great help to us. We assure any and all such persons that their names will never be used.

MR. E. Y. SPEED,
Member of Board of Advisors from Kinston, N. C.

MR. A. W. M'LEAN ON NORTH COROLINA'S RESOURCES

In his address before the Carolina Motor Club banquet in Greensboro Friday evening, May 25, A. W. McLean, of Lumberton, prominently mentioned as a possible Democratic candidate for the governorship of North Carolina, discussed intimately and interestingly the destiny of this state in the development of her latent resources.

Mr. McLean called attention among other things to the fact that good roads has brought the North Carolina farmer more directly in touch with his markets, and his sons and his daughters into closer relationship with the educational system of the State, with the result that the opposition of the rural districts to the "program of progress" is passing, and North Carolina marching forward into the light of a new day.

While several other speakers were on the program with Mr. McLean, his address was the principal one delivered. W. N. Everett, who was to have spoken, was unable to attend, and was represented by a substitute. The occasion was the first annual meeting of the motor clubs organization of the two Carolinas.

Mr. McLean's Address

Mr. McLean spoke in part as follows:

"It is not necessary for me to remind this intelligent and well informed auditory as to the wonderful resources of North Carolina. It is sufficient to say that no state in the union possesses so great a variety of natural resources. In agriculture and horticulture, we can produce successfully practically every article necessary to the life of men and beast. Our resources in minerals, forest products, and waterpower, are unsurpassed.

"We have made great progress of late years in exploiting and developing these natural resources.

"For more than 100 years, North Carolina made slow progress in developing her natural resources. During the period prior to the civil war, the prevalence of slavery confined our activities almost entirely to agricultural pursuits, and manufacturing was not engaged in to any material extent. During the first 35 years following the civil war, the problems forced upon us by the readjustment of our social and economic conditions, together with the lack of capital prevented us from developing our agricultural or manufacturing resources as we should have done.

"About 1900, we began to make material progress in developing our manufacturing resources, and at the same time great improvement began to take place in our agricultural methods. During the last 20 years, our progress along all lines, social, educational and industrial, has been phenomenal.

"Looking back over the last 125 years of our history as a state, if I should attempt to assign a principle cause for our lack of progress over so long a period, I should unhesitatingly say that our failure to provide an adequate system of education for the masses, has been our bane. To this cause alone may be attributed most of the ills (including lack of progress along industrial lines) from which we have suffered in the past.

"A few years ago, we began to expand our system of education and thus apply the remedy which is now rapidly removing this principal handicap. The great majority of our people have at last awakened to the fact that illiteracy and lack of proper educational advantages have stunted the ambitions and aspirations of our people in the past. Illiteracy is being rapidly eliminated, though it still remains the ugliest blot upon the fair name of our State.

Our New Investments

"We have been making some unusually large additions to our investment account in the past two years. Among the new investments may be mentioned the expenditure of approximately $100,000,000 by the State, the counties, and the federal government in good roads. This investment seems to have been approved by an overwhelming majority of our people. In many respects such a large investment under the existing conditions is unprecedented in the history of state governments.

"Some of the more pessimistic among us say that it is at best an experiment and that it may become a liability instead of an asset. Looking at it from the perspective of a business man, it must be admitted that whether or not it shall prove a good investment, depends largely upon the question as to whether it can be made to produce an adequate return upon the investment. In other words, will it pay a reasonable dividend.

"Such an adequate return does not necessarily mean that there shall be a direct pecuniary return to the state itself. It is sufficient if the investment produces increased prosperity and advances the general welfare and happiness of all the people.

"The state in its governmental capacity is providing the money for the investment and thus furnishing to the people adequate and modern facilities of transportation.

"We are now in a somewhat similar position to the stockholders of a great railroad enterprise, which has constructed a modern and up to date railway system, ready to be operated. The next question to be answered is: Will the system be operated so as to produce a reasonable return on the investment?

"I believe that every intelligent and progressive citizen of the state feels that the transportation facilities represented in our system of good roads can be operated so as to produce an adequate return upon the investment, if the people of the state will take advantage of the opportunities afforded by these facilities.

"The most pertinent question therefore is: What are some of the ways by which these facilities may be capitalized and made to produce a return on the investment?

"It is impossible on this occasion to suggest every possible way by which such a return may be obtained.

Motor Club Functions

"At the outset, I desire to emphasize one thing which the business men of North Carolina often overlook, and that is, the importance of organization and group action in bringing about successful results in any great movement.

"While serving the government in Washington during the war, I had occasion to observe the attitude upon various questions on the part of people living in different sections of the United States. I noted quite a contrast in the attitude of the people of the South and West. Perhaps the most outstanding difference that I observed, was that there appeared among the people of the West, a spirit of co-operation and business solidarity. Business men of various classes would co-operate promptly and effectively when any important situation in their state or section needed such action. The spirit of co-operation and group organization seemed highly developed among the western people. I saw all classes of business, including the railroads, big oil companies, copper miners, bankers, and merchants come together and raise millions of dollars to save the live stock industry, in which they had no direct pecuniary interest. That spirit has been the principal factor in the wonderfully successful development of western states, like Oregon, Washington, and California.

"For some reason, this element is lacking to a more or less degree among the people of the South, including our people here in North Carolina. We seem to have developed the idea of individualism in a higher degree than the people of the West. Our people usually think and act in terms of individualism, and for that reason, it is difficult to get them to act in concert through a common organization for the purpose of accomplishing a great task, in which all have a common interest. The fact that this tendency exists, I think is due largely to the character of our environment in the past; and I have no doubt that the social system which existed in the South, prior to the civil war has left its impression upon our people, in this particular connection, as in many other ways, which are not obvious upon casual consideration.

Develop State Resources

"One of the tasks which I think we must undertake, is to bring about to a greater extent than in the past, organized effort in developing the great resources of North Carolina. At the present time, there is need of capitalizing our new investments, particularly our good roads.

"There is, in my opinion, great need for an organization such as the Carolina Motor Club to undertake the task of bringing together for the purpose of common counsel and action, the owners of automobiles. This of course, would include every class of citizenship from the laborer to the capitalist. There are of course, a number of other organizations such as chamber of commerce, Kiwanis and Rotary clubs, and others of similar character which can contribute in a material way to the accomplishment of the result which we have in mind, but we are trying to focus attention now upon that part of the task, which the Carolina Motor Club may undertake.

"The greatest need at the moment is for some organized system of advertising our good roads, our climate, our scenery, and the other resources, which naturally attract the tourist from other sections.

"Unfortunately, the Carolinas have had very little advertising in the past and the little advertising they have had, was generally of the unfavorable kind.

"I was both amazed and embarrassed when I first began to come in contact with prominent people from other parts of the United States, as well as other countries during the war, to find that so little of a favorable character was known about the Carolinas. Very few of the best informed business men knew of their great resources. I am glad to say that in the last few years there has been a wonderful change in this respect. The Carolinas are now rapidly becoming well and favorably known.

"The conditions as to publicity have of late been entirely reversed, and North Carolina is now held up as the most progressive of all the Southern States, instead of one of the most backward. While this information is rapidly reaching the business men of other sections, the average citizens, including the tourist and the home seeker, are not so well informed. The immediate task of the automobile clubs and similar organizations, is to bring North Carolina's attractions to the attention of the tourist and the home seeker from other parts of the United States.

HONORABLE A. W. McLEAN,
Lumberton, N. C.

Information Lacking

"Recently, a tourist from the north arriving in Washington saw from his hotel window the alluring sign: 'Ask Mr. Foster.' The tourist did ask 'Mr. Foster' and was informed that he had literature as to the roads and touring possibilities of all the important sections, but that he had no literature concerning North Carolina or North Carolina roads; that his general information was that North Carolina roads were very poor and for that reason, most of the tourist traffic was in the section north of Washington. In the building adjoining the office of the incorporated 'Mr. Foster', the United States bureau of public roads has an office, and when the same inquiring tourist asked Mr. McDonald, the efficient chief of that bureau, concerning the highways of North Carolina, Mr. McDonald replied: 'Mr. Page and Mr. Upton in charge of the highways in that state are among the most capable road builders in the country and they are engaged in the successful task of re-discovering North Carolina for the benefit of the whole country. The roads in North Carolina are good and continually getting better.'

"Aside from the tremendous benefit which may be derived indirectly from the tourist travel, such as the favorable publicity given the state generally by such tourists, there are a great many direct benefits to be derived. From statistics compiled by the chamber of commerce of the United States the automobile tourist industry has already reached the $10,000,000,000 mark and is constantly growing. There are in America today considerably more than 1,000 automobile tourist camps involving annual movement in excess of 2,000,000 persons who spend approximately $15,000,000 during each season in tourist camp communities. The automobile tourist camp is with us as a permanent institution and it can be made a most valuable asset in the business and civic life of any state. The wonderful success which states like California, Colorado, Washington, and Florida have had in developing their resources and business in recent years, is due largely to automobile tourists. We have here in North Carolina climate and scenery in every way equal to, and in many ways superior, to that which may be found in the other states mentioned.

Our State Attractions

"Why should the motoring world continue to be ignorant of the unsurpassed attractions of this state. We have good roads, plenty of sunshine, the beautiful mountain scenery of the west, the attractive cities and fine climate of the Piedmont and Sandhill sections, and all we need to make them accessible and profitable, is to cry their virtues at every important place frequented by tourists, and to advertise them in the magazines and on the bill boards. Why not follow the example of California? In that state, the value of agricultural products has increased 30 per cent in 10 years; population increased 44 per cent; and the population of the highways, excluding the cities of Los Angeles and San Francisco, has increased 66 per cent in 10 years. Climate alone did not accomplish this. It was due to the spirit of co-operation among the business men of that state in advertising the resources of the State. There is a folder in every place of publicity from Maine to the Golden Gate, telling of California's climate, her soil, her scenery, her good roads, and her hospitable people. The highways of neighboring states bear sign posts of unique design, pointing the way to California.

"North Carolina can do the same and the Carolina Motor Club can be made the effective agency for that purpose.

"Many things can be done at the outset at minimum cost. Local organizations, such as chambers of commerce, Kiwanis and Rotary clubs, can be induced to establish tourist camps, as has been done to such a large extent in many of the states of the far West and New England. Asheville has already taken this step. Maps and booklets can be prepared, advertising the attractions of the various sections and showing available roads and stopping places. Those maps and booklets could probably be issued for the present under the auspices of the Carolina Motor Club, advertising the various places in the two states, the cost being met by local organizations. Tea houses, and other places of refreshments could be established along the line of travel, as has been done in New England, along the "Ideal Tour." This famous "Ideal Tour" through the white mountains of New England has been widely advertised by hotel associations, local civic organizations, and motor clubs, and the result is, that during three to four months of the summer season, this route produces automobile traffic as dense as a city street. It has been estimated that as much as $100,000 a day in the aggregate, is often expended at the various stopping places along this route.

Courage of California

"California had one handicap which she removed in a most unusual and courageous way. There was no good road through the desert sections of Utah and Nevada, which would provide an approaching to the southern boundaries of California. The state itself could not legally expend public funds within the boundaries of other states. The business men of Los Angeles and other sections promptly raised by private subscription a sufficient sum to construct a dependable road through this section of Nevada and Utah. That kind of cooperation and concert of action will overcome any obstacle.

"A somewhat similar situation exists north of us. It is to be hoped that our neighbor will soon catch the step of progress and construct some dependable highway through the state, from north to south.

"North Carolina needs her day in the spotlight. She needs to be photographed and exhibited on the screen, to be heralded by radio, to the end that her growing crops and her natural attractions may be compared with the offerings of other states.

"The great rush to Florida in winter and New England in summer, is a direct result of the many campaigns of publicity carried on by boards of trade and other civic organizations.

"North Carolina has spent a large amount of money for a great system of highways; dividends are in sight if the investment is properly exploited.

"Another direct benefit to be derived, is the great advantage which accrues to those who dwell on the farms, in that they are able to transport their products over long distances daily, and thus obtain the best prices without the payment of excessive freight rates. I am informed that wonderful results along this line have already been obtained in many of the Piedmont and western counties in connection with the transportation of milk and truck from the farms to the towns and cities. The farmer can deliver his produce to the market and bring back his supplies, thus establishing direct contact between producer and consumer, which enures to the benefit of both.

Large State Ambition

"As a citizen of North Carolina, I have a very definite ambition for the state. I desire to see her enjoy a great era of prosperity—a balanced prosperity: that is a prosperity participated in to the fullest extent by every citizen of the state, no matter in what line of activity he may be engaged.

"Such a result may be accomplished in a few years, if we can work out a constructive plan of developing our resources under which there shall be an unselfish spirit of co-operation on the part of all classes of our citizenship and touching all sections of our great state.

"We must learn to think a little more in terms of the state as an economic and business unit, and cast aside some of the tendencies toward individualism and sectionalism which have hampered us in the past.

"Perhaps, the only hope of obtaining such a result, is to provide some general organization in the state, through which the efforts of the various local organizations may be coordinated and made to function in concert, and thus solve the problems which are of interest to all."

One of the boys who handles the sales correspondence for a big firm in his city was dining at the home of a friend a few days ago. As they sat down to the meal, he was unexpectedly called upon to say grace. This was something the man had seldom done but he prided himself on never admitting that he could not do a thing. So, after a moment's hesitation, he plunged into the prayer as follows:

"We acknowledge with thanks the receipt of your favors of this date, O Lord; permit us to express our gratitude at this evidence of Thy good will. May we merit the confidence thus shown in us, while at the same time trusting to receive more favors at an early date, Amen."—Weakly Jolt.

DID YOU EVER STOP TO THINK

That "SAFETY FIRST" is a good slogan.

That it is better to be safe than sorry.

That a little carelessness often causes an accident that a lifetime cannot repair. "AN OUNCE OF PREVENTION IS WORTH A POUND OF CURE."

That people are killed at railroad crossings every day because they took a chance and forgot safety first.

That a majority of people killed at railroad crossings are occupants of automobiles.

That a railroad crossing is a place of danger where no chances should be taken.

That when you are approaching a railroad crossing slow down or make a full stop.

That under no circumstances should you proceed until you have made sure that no train is approaching from either direction.

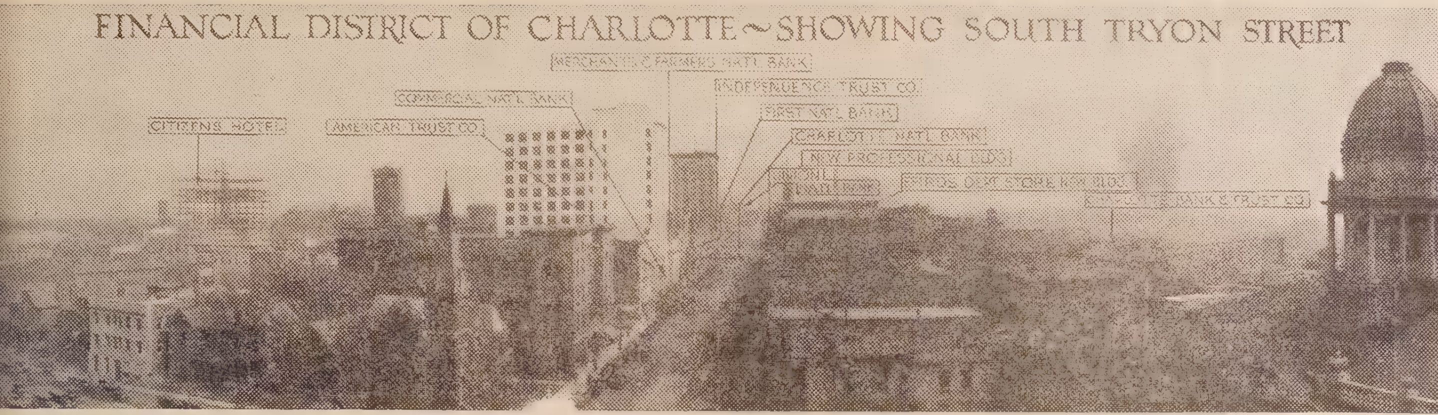
That if a train is approaching wait until it passes by, do not attempt to cross ahead of it.

That you should not try to beat a train to a crossing.

You can't always do it.

That if you are in a hurry, cut out the hurry and play safety first.

That you should not try to blow a train off the track with your horn. It can't be done!



Charlotte is the place for the next meeting of the Carolina Motor Club in February of 1924. Members make your plans now to attend this important convention and the automobile show to be held at Charlotte at the same time.

DR. SMITHWICK MAKES VALUABLE SUGGESTIONS.

Dr. J. W. P. Smithwick, Physician and Surgeon of LaGrange, N. C., makes the following suggestions: "A slogan I would suggest for the clubs is, "Let Each Member Get a Member". Another suggestion Dr. Smithwick makes is, "We should be very careful in admitting members, as there are many who would not, at all, be desirable.

These suggestions are greatly appreciated. A large number of members have already sent in one or more new members, and due to their loyalty and interest the Club is having a very steady growth.

The office is trying to be exceedingly careful about accepting new members. Already it has been necessary to refuse several applications from persons of questionable character.

The Carolina Motor Club is one made up of the very best class of citizens of the Carolinas, and we will use every precaution to keep it so.

THE STATE ROAD COMMISSION OF WEST VIRGINIA

Charleston, W. Va., May 23rd, 1923.

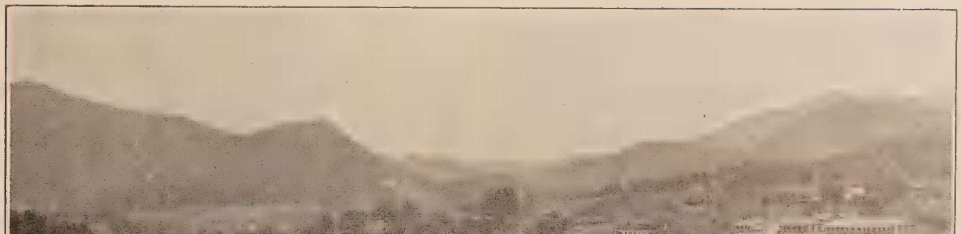
C. W. Roberts, Mgr.,
Greensboro, N. C.

Dear Sir: We regret very much to note that a member of your club has been arrested and fined in this State and in order that you may know we are trying to adjust the matter, we enclose you copy of letter written to..................

In the event he does not remit you the fine within a reasonable time, kindly advise us and the same will have our personal attention.

We want to assure the members of your Club that West Virginia desires to retain the same friendly relations that has existed between us for the past several years and in matters of this kind we are only glad to adjust same satisfactory to all concerned.

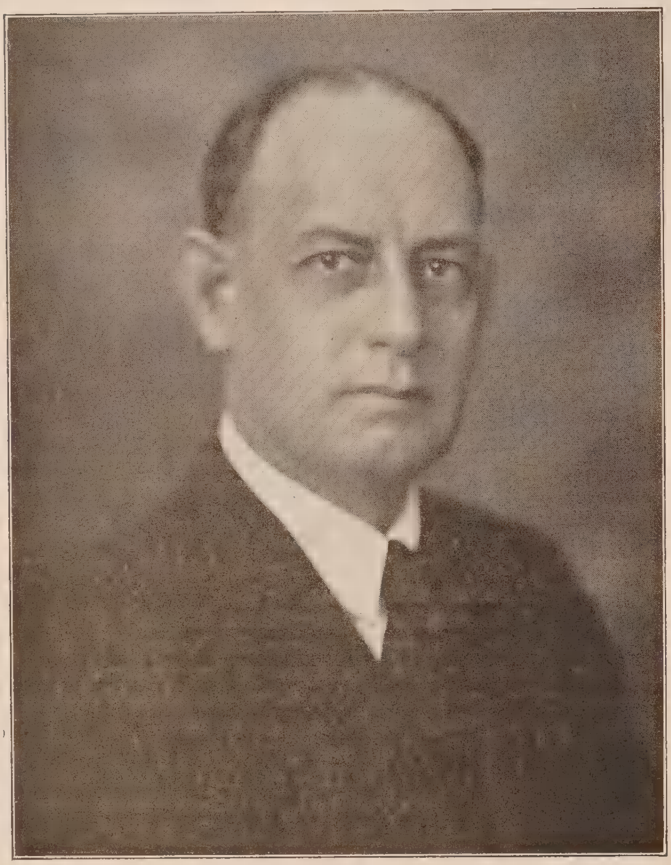
Yours very truly,
STATE ROAD COMMISSION.
(Signed) C. E. Hiner, Commissioner.



JUNALUSKA, NORTH CAROLINA

HONORABLE FRANK PAGE ELECTED FIRST HONORARY MEMBER

Honorable Frank Page, Chairman, North Carolina State Highway Commission, is the first person to be elected to honorary membership in the Carolina Motor Club. The Club may elect as many as twenty persons to honorary membership. A number of proposals have been made, but the directors now serving, declared that not more than one honorary membership should be granted in any year.



HONORABLE FRANK PAGE,
Raleigh, N. C.

By the passage of the following resolution Mr. Page was formerly elected to honorary membership.

Whereas the by-laws of the Carolina Motor Club provide that there may be elected by the Board of Directors to honorary membership in said Club a limited number of persons distinguished for their scientific, literary, industrial or administrative ability; and

Whereas it is the sense of this meeting of the stockholders of said Club that Honorable Frank Page, Chairman of the State Highway Commission of North Carolina, is a person distinguished for outstanding administrative ability as has been time and again demonstrated in his marvelously capable administration of the business and affairs of said North Carolina State Highway Commission;

NOW, THEREFORE, be it resolved, that the directors of the Carolina Motor Club hereby elect the Honorable Frank Page to honorary membership in said Club.

Pages could be written concerning the very wonderful work which Mr. Page has accomplished in the building of the Great Highway System in North Carolina, but we believe nothing could be said to express more fully the expression of the Motorist and this organization, than the election of Mr. Page to Honorary Membership in the Carolina Motor Club, now recognized as the fourth largest organization of its kind in the entire South.

RECORD PRODUCTION

With gasoline going up in price and in face of the predictions that the supply of gasoline will give out in a decade or two,—we consumed more gasoline last year than we produced, we are manufacturing more automobiles than ever before. Practically every factory is operating at full capacity. In March of this year 346,000 automobiles were turned out, which exceeds by 57,000 the best previous record, made in June of last year. During the first three months of this year more than 867,000 automobiles were made, or slightly more than twice as many as were made during the first three months of 1922. The prediction is for an output of about three million automobiles in 1923. It is well to remember that in 1915 there was a grand total of two million motor cars in the United States. We are making a million more cars this year than we owned in the entire nation eight years ago. About 60,000 of them will be sold in North Carolina, and they will cost us about fifty million dollars.

The Pity of It

The money will go for a good purpose, for the most part. Every person who can afford a car, and wants one, should have it. But did you ever stop to think how the automobile business affects the South? Not an automobile factory in the entire South. We have a few assembled car and truck concerns but we manufacture practically no cars. The money spent for motor cars by southern states represents cool cash leaving these states for a good long stay. It goes to Michigan, Illinois, Ohio, New York, and the other northern states manufacturing motor cars. These are the states that are growing in wealth faster than any other states in the Union. These states occupy an enviable position. They have nearly half the population of the United States working for them. Every owner of a motor car in the South is toiling daily for the owners of this vast industry, and the wealth spent on motor cars is being garnered by relatively a few people in a restricted area in the North. One automobile manufacturer owns railroads and coal mines, among other things, and has a checking account of two hundred million dollars.

North Carolina will spend around 75 million dollars this year in the purchase and operation of motor cars. Practically all this money will leave the state. It will take the gross income from the sale of our great cash crop cotton to pay our motor car costs. We will fail to accumulate that much state capital. That is one reason why North Carolina, although she produces an enormous amount of wealth annually, fails to get ahead in the accumulation of wealth on a per capita basis. And it is true for the entire South. We produce quantities of new wealth but retain too little of it. So far as motor cars are concerned it seems we cannot remedy this, but it is a pity.—S. H. H., Jr.

Down in the creek
Sleeps Jerry Bass;
The bridge was narrow,
He tried to pass.

TRUCK OVER-LOADING ANALYZED BY MOTOR EXPERT

David C. Fenner Gives Reasons Why Operators Overload and Cites Fallacy of This Course—Tells of Manufacturers' Recommendations For Legislative Regulation and Gives Penalties in Various States.

(Courtesy National Team and Truck Bulletin

A thorough analysis of the overloading of motor trucks with the reason for it, was made by David C. Fenner, manager, Public Works Department, International Motor Co., in an address before the annual meeting of the National Highway Traffic Association, held May 10th in the Automobile Club of America in New York City.

The address of Mr. Fenner, who has made a long study of the subject, follows:

"Effective motor truck regulation can be accomplished only after careful investigation and determination of the direction and amount of deviation from standards of normal practice. When we attempt to determine the facts regarding the loading of motor trucks we are handicapped by the lack of a standard which can be used as a practical basis of comparison.

"A motor truck is a carrying tool but not necessarily a measuring tool. It should be placed in the same general classification with the shovel and the wheelbarrow and not with the quart and peck measure and the bushel basket.

Improper Rating Partly to Blame

"The overloading of motor trucks is due in part to the improper basis of rating and classifying the motor truck chassis in terms of the manufacturer's rated pay load capacity. The user soon learns that this rating really does not mean anything. He purchases a motor truck chassis, attaches a body which may or may not fit either the chassis or the commodity to be carried, and he then loads this truck to suit himself.

"It would seem, indeed, that the motor truck body is the real measure of capacity which determines the size of chassis which must be used to carry it, loaded with the commodity to be hauled.

"In the sale of motor transportation, the successful salesman conducts a careful survey, the results of which convince the customer that a certain type, size, capacity and weight of body is necessary to fill his transportation requirements. He sells his customer this particular type, size, capacity and weight of body and then, and not until then, is he in a position to sell the customer the proper type and size of chassis to carry this body loaded to capacity with the particular commodity that it is purchased to haul.

"The large number of misfit motor trucks on the road today are the best possible examples of the other method of selling the motor truck chassis first and allowing the customer to put on the chassis any old body and load it in any old way.

Chassis-Body Rates Ignored

"Each chassis, when it leaves the manufacturer's plant, has a definite rated capacity for both the body weight and the weight of the load. If a particularly heavy body is mounted, or if various forms of auxiliary power devices are mounted in addition to the body and the dead weight of the body and these power devices exceed the body weight allowance determined by the chassis manufacturer, the pay load capacity must be reduced by the amount of this excess. In the case of dump bodies with hoists and transmission power take off for driving same, power driven winches, pumps, air compressors and various other forms of auxiliary power devices, this excess weight is a considerable amount and in many cases overloading would be reduced if a larger capacity chassis were used.

"Manufacturers have suggested that state motor vehicle commissioners should refuse a state motor vehicle license for any truck which is not equipped with manufacturer's caution plate properly stamped with the actual weight of the chassis, body, and load capacity.

"Manufacturers are now proposing to go a step further and indicate on this plate the maximum allowable gross load for the front axle, the maximum allowable gross load for the rear axle, the maximum allowable speed and the distance in which the vehicle loaded to capacity can be stopped with each set of brakes operated independently with the vehicle running at the above maximum speed on a hard, dry, level roadway. The information on this caution plate will give the owner the data he needs for painting the weight and carrying capacity on the sides of the vehicle to comply with the local state law. It will also enable the local enforcement officer to check up the distribution of weight between the axles, the maximum speed, and the condition of the braking system. A similar plate for use on home made trucks can be issued by the state motor vehicle department. The information contained on this plate will prevent the operation of improper trucks and force the proper operation of good trucks. It will put the penalty for poorly adjusted brakes and steering connections directly up to the operator, where it belongs.

STOP

At All Railway Crossings

From and after July 1st, 1923, it is a misdemeanor, punishable by a fine of not more than $10 or imprisonment for not more than 10 days, or both, to fail to come to a full stop before crossing a railroad at any grade crossing at which there is no gate or watchman, in North Carolina.

REGISTER

All Licenses in North Carolina expire on June 30th. Application must be made for new license plate by or before that date to the Secretary of State.

REGISTRATION FEES ARE

Automobiles

24 horsepower or less	$12.50
Over 24 h.p. and not more than 30 h.p.	20.00
More than 30 h.p. and less than 35 h.p.	30.00
35 h.p. or more	40.00

Motor vehicles used for the transportation of passengers for hire are required to pay 50 per cent more than the above rate.

Trucks

Carrying capacity less than 1,000 lbs.	$ 12.50
1,000 lbs. and under one ton	15.00
One ton and under two tons	25.00
Two tons and under three tons	75.00
Three tons and under four tons	200.00
Four tons and over	300.00

All trailers, $15.00 per ton carrying capacity.

The horsepower of automobiles operated by gasoline is determined as follows: Square the diameter of the cylinder, multiply by number of cylinders, and divide by 2.5. On steam or electric automobiles the manufacturer's horsepower rating is used.

All motorcycles, $5.00 regardless of horsepower. Side-car, $5.00 additional.

Beginning July 1, 1923, trucks which have been made by placing truck bodies on automobile chassis will be registered as automobiles and will carry automobile numbers instead of truck numbers as heretofore, provided the carrying capacity does not exceed 900 pounds.

"Some states are considering the suspension of a driver's license for three months as a penalty for faulty brakes.

Reasons for Overloading

"Let us consider briefly the cause of reasoning which the owner follows as an excuse for overloading.

"1. Beating the law.

"2. Beating the state out of the proper amount of license fees.

"3. Meeting the rates of a competitor.

"4. Beating the purchase price of the truck.

"5. Wilful persistent overloading in the face of all the facts.

"Let us also briefly consider the result of these practices.

"1. The man who overloads to beat the law ultimately runs afoul the local enforcement officer. The lightest penalty, if any, forces him to leave his excess load alongside the highway and the heaviest penalty forces him to leave his truck and its load with the state authorities until such time as his case comes before the Court and is decided. In some cases, this may require from six to eight weeks. In either of the above cases, both the owner and the operator are subject to fine and suspension of licenses.

"2. The man who overloads to beat the state out of the proper license fee will ultimately have to forfeit his low rating license and the money which he paid for it and be forced to take out a new license based on the gross weight which the truck was carrying at the time of his arrest and at the higher fee. Under the new license, however, he will not be allowed to carry more than manufacturer's rate of capacity for the vehicle and its tire equipment.

"3. The man who overloads to beat the rate of a competitor, finds the practice unprofitable and ruinous in the long run. He does not benefit himself in any way. Rather he is benefitting his customer to whom he makes a present of the depreciation on his equipment.

"4. The man who overloads to beat the purchase price of his truck, or say rather to take advantage of the 'overload capacity' offered by some truck salesmen, is up against the general law of averages. In the end he gets just about what he pays for and no more. You can be sure that the owner who follows this practice keeps no operating costs that are worthy of the name.

"5. The man who persists in wilful overloading in the face of all the facts is a menace to public safety and should permanently be refused either a vehicle or an operator's license. He has forfeited his right to the use of the highway and a few less of his kind on the highway will be a distinct benefit to highway transportation.

New York Truckman Quoted

"Allow me to quote from a statement recently issued by Mr. Joseph F. Whelan, one of the most successful and progressive professional truck operators in New York City, and First Vice-President of the Merchant Truckmens' Bureau, of that city.

"'With regard to the perpetual statement that the regulation of loads to the manufacturer's rated capacity would put the truckman out of business, I would say that this is not so. Such regulation instead of putting truckmen out of business would help them materially.

"'If it did nothing else, it would bring to a halt the activities of the irresponsible operators who have no regard either for their mortgaged equipment or for their legitimate competitors.

"'If truck loads were regulated, it would mean that prices could be standardized and that much equipment that is now idle might be operated at a fair profit because additional trucks would be needed to carry the freight formerly piled haphazardly upon two or three long suffering and much abused vehicles."

"Investigations conducted in some of our states show that the light and medium capacity vehicles are overloaded to a greater extent and in greater numbers than the heavy capacity vehicle. This indicates the importance of restricting loads per inch width of tire per wheel and per axle. We must recognize the four classes of tires, pneumatic, cushion, solid rubber and metal, for regulating speed and the determination of license fees according to wheel load. We must restrict the minimum thickness of solid and cushion tires when measured between the tire flange and a flat metal surface on which the wheel stands. We must also take into account the condition of tires.

"The safety of the public, the preservation of the highway, the economy of vehicle operation, the status of the operator and the successful and economic development of highway transportation all demand that the practice of overloading should be discouraged, forbidden, prohibited, and stamped out completely.

The Manufacturer's Views

"Let every week be a safety week in which we conduct a campaign against overloading. If you are a truck owner and operator give your trucking department very definite instructions regarding proper loading of highway vehicles. If you purchase your trucking on a rental basis, refuse to patronize those professional truckmen who persist in overloading.

"Put it up to your local motor truck association to stop this practice of overloading or take the consequence of a concerted action of the local automobile owners' association and the local chamber of commerce to report to the enforcement officers every truck which shows the slightest evidence of being loaded beyond its capacity.

"Let us take all the pleasure and the satisfaction out of overloading. Then the chap who has been overloading just to beat the game will quit and the chap who is really forced by circumstances to haul more than the rated capacity of his present vehicle will either buy a larger vehicle or a semi-trailer and mount the front end of his trailer on a fifth wheel attached to the frame of his present vehicle over its rear axle. By this means he can double the capacity of his present vehicle and by distributing his gross load over six wheels, four of which are rolling and only two driven, he can keep within the wheel weight restrictions of the state law and the manufacturer's rated capacity of the truck, help to preserve the safety of the public and the best interests of highway transportation.

"The motor vehicle industry stands solidly behind the rigid enforcement of the provisions of the Proposed Uniform Vehicle Law and the existing state laws. It condemns overloading and overspeeding unreservedly and will co-operate actively in every movement to regulate loads and speeds of motor trucks on the highway."

HOW TO TEST OIL

A simple method to test the purity of oil is to place a drop of the fluid on a clean white blotter.

If the drop disappears over night and leave no dark stain, the oil is quite free of carbon. A stain shows there is a certain amount of free carbon in the oil which would later be left in the engine.

Fluidity of oil in cold weather may be ascertained by placing a small bottle of the oil outdoors on a cold day. After a short time turn the bottle upside down quickly and note the rise of air bubbles.

If the bubbles rise quickly, the oil will flow at the existing temperature. If the bubbles do not rise, the oil is too thick for use.

P. D. Q.

"The average woman has a vocabulary of only eight hundred words." It is a small stock, but think of the turnover.

—Oakland Tribune.

IT'S THE CONSUMER WHO PAYS AND PAYS

Stranger—Farm products cost more than they used to.

The Farmer—When a farmer is supposed to know the botanical name of what he's raisin' an' the entomological name of the insect that eats it, an' the pharmaceutical name of the chemical that will kill it, somebody's got to pay.—Good Hardware.

CHECK UP ON BRAKES

A car going 20 miles an hour should stop under proper control within 38 feet. If you car doesn't do this, except by slamming on the emergency, the service brakes should be adjusted.

CAROLINA RESORTS ARE IN MOTOR DISTANCE

View of second Faiway of Golf Course at Lake Junaluska, N. C.

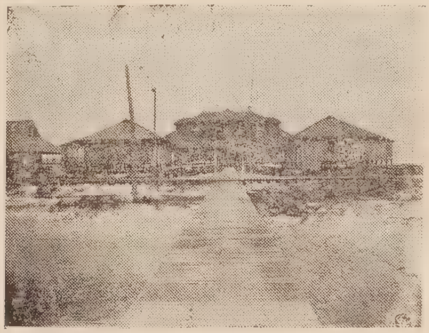
Good Roads Now Lead to Mountain Resorts and to the Beaches.

Carolinas are well supplied with Winter and Summer resorts. That these resorts are going to be popular during this summer is indicated by the many calls which the Carolina Motor Club is receiving for information as to the resorts, the hotel accommodations, roads, train service, sports, etc. The Club Information office is now probably the most fully equipped information office in the entire South. It is supplied with literature of many of the resorts, of the Hotels, of the best routes to take, etc. The information is not only furnished to Carolina folks but is being supplied to many people from the North and East who contemplate visiting the Carolinas.

Hotel Managements, Resort owners and Cottage owners are reminded that the CAROLINA MOTORIST is being sent to these various prospective visitors to our resorts, and that advertising in these pages will be splendid investment. The Carolina Motor Club is now the recognized headquarters for information of every character about the Carolinas, especially about Roads, Towns, Hotels, Resorts, etc. Upwards of 30 calls a day are now being received by the headquarters office. These calls come by personal visits, by letters, telegrams and telephone. Our information register records every one of these calls. It is open for examination by any one.

Advertising in this publication is accepted on its merit—a good investment.

"Fun and frolic" in the surf at "Lumina", Wrightsville Beach. North Carolina. Every afternoon during the summer the entire beach water line is crowded with thousands of bathers. Photo furnished by Wilmington Chamber of Commerce.



Carolina Yacht Club, at Wrightsville Beach. This is a comfortable and home-like club and members are always glad to secure visitors cards for persots who vlsit the resort. This beach is one of the most attractive and pleasant resorts along the Atlantic coast. Photograph furnished by Wilmington Chamber of Commerce.

DIVISION ENGINEERS—SOUTH CAROLINA HIGHWAY COMMISSION:

W. C. CATHEY—Southeastern Division

W. K. BECKMAN—Construction, Central Division

E. D. SLOAN, Jr.—Western Division

H. H. KESTER—Maintenance, Central Division

J. M. MARTIN—Northeastern Division

WHAT THEY SAY

May 5th.

Carolina Motor Club,
Gentlemen:

The Motor Service Co. of Raleigh gave me very good service and incidentally secured a repair job of about $23.00. I am an enthusiastic member of the Club and talk it to my friends. You are congratulated on your work and I will be glad to lend a hand whenever it might be necessary.

H. W. LEHMEN, Durham, N. C.

June 12th.

Carolina Motor Club,
Gentlemen:

I think so much of this organization that I feel the $10.00 I put into it each year is worth more to me than any other $10.00 I spend, and I can highly recommend the Carolina Motor Club to all automobile owners.

GEO. L. STANSBURY, Greensboro, N. C.

April 30th.

Carolina Motor Club,
Gentlemen:

There is a large field of useful work open to the Club, and it should have the hearty support of every motorist.

R. C. BIBERSTEIN, Charlotte, N. C.

May 10th.

Carolina Motor Club,
Gentlemen:

The Ideal Motor & Equipment Company of Winston gave me quick and efficient service on my car on Sunday afternoon. My carburetor and gas line gave me trouble at that time and this company came to my assistance and after some work finally got me to their garage.

W. DER SCOTT, Graham, N. C.

May 7th.

Carolina Motor Club,
Gentlemen:

This letter is written to confirm two service items rendered me by the Motor Service Co. which were promptly and satisfactorily performed. In this connection it is a pleasure to assure you that the affairs of the Club are in good hands here and that the Motor Service is taking good care of its members.

W. B. DUNCAN, Raleigh, N. C.

May 5th.

Carolina Motor Club,
Gentlemen:

I read with interest the bulletins you send out and the Magazine. Certainly do think that the Club is filling a long felt want among motorists in the two States it covers.

B. W. KIRKMAN, High Point, N. C.

May 3rd.

Carolina Motor Club,
Gentlemen:

I am well pleased with the service received from your Official Garages by members of the Club. It has already been worth the price to me in a month's time. I can recommend this long needed organization to every motorist.

J. B. PRINCE, Mebane, N. C.

June 7th.

Carolina Motor Club,
Gentlemen:

The 1½ hours is correct and service rendered was absolutely O.K.

N. L. SMITH, Lexington, N. C.

May 24th.

Carolina Motor Club,
Gentlemen:

The Road Information Fixture has been received and set up and we are mighty proud of it. We believe it will be a source of considerable pleasure to the many coming in our office.

J. DALE STENTZ,
The Southern Assembly, Lake Junaluska, N. C.

June 6th.

Carolina Motor Club,
Gentlemen:

I have had occasion to call on the Carolina Motor Club several times when in trouble, and have found on each occasion that the representatives of the club have been ready and willing to co-operate with me on account of the fact that I am a member of the Club, and I feel that it is a distinct advantage to anyone operating an automobile to be a member of such an association.

Wishing you continued success,

G. ALLEN MEBANE, Graham, N. C.

May 21st.

Carolina Motor Club,
Gentlemen:

We had a number of punctures in the tires of our car some few miles out of Lexington on the 14th inst, and your service station there rendered very prompt and efficient service in changing these tires for us in order that we might get into Lexington with as little delay as possible.

E. A. HATCHER, Jr., High Point, N. C.

May 17th.

Carolina Motor Club,
Gentlemen:

I wish to acknowledge with thanks, receipt of three copies of the Carolina Motorist for May and to compliment you on the attractive make-up of the magazine.

H. K. WITHERSPOON, State Highway Commission,
Raleigh, N. C.

May 18th.

Carolina Motor Club,
Gentlemen:

I wish to thank you for the information concerning the road conditions and also the distances between various points on the road leading to Norfolk. This information is exactly what I needed and very clear in every detail.

R. SPENCER HARRIS, Raleigh, N. C.

FLIVVERING—WITH BERTON BRALEY

"OL' NO'TH CA'LINA"

(Reprinted from The Raleigh Times)

As soon as you get to No'th Ca'lina
The roads and the towns get newah, finah,
The people walk with a brisker step,
And even your motor has more pep.
The hookworm's banished, the country has
A lot more energy, pep and jazz;
The livest Northerner couldn't design a
Livelier State than No'th Ca'lina.

The farms look fatter, the hamlets ain't
Quite ignorant of the sight of paint,
They're building roads, and are not content
With sand and clay, but they use cement,
And the schools look good; the mills are busy,
And each inhabitant owns a Lizzie,
Or a big twin-six, or something finah,
As soon as you get to No'th Ca'lina!

This State's not dreaming of the days gone by,
There's a modern glint in each mortal's eye,
And the village belles and village beaux
Are smartly dressed as the crowd which flows
On Gotham's streets. You must give'em credit,
These folks are fully awake, you said it!
You meet the "boostah;" you lose the "whinah,"
As soon as you get to No'th Ca'lina!

AT THE AUTO SHOW

Lady—This is the car I want.
Salesman—Shall I drive it home for you?
Lady—No, drive me home in that big one over there.
Salesman—But I thought you wanted this small one.
Lady—I do. When hubby sees the big one he will compromise on the small one.

OFFICIAL C. M. C. HOTELS

Albemarle	Central Hotel
Blowing Rock	Central Hotel
Charlotte	Selwyn Hotel
Chimney Rock	Mountain View Inn
Franklin	Frank T. Smith, Druggist
Goldsboro	Kennon Hotel
Henderson	Vance Hotel
Hickory	Hotel Huffrey
Kinston	Hotel Tull
Morganton	The Caldwell
Oxford	Exchange Hotel
Raleigh	Yarborough Hotel
Raleigh	Bland Hotel
Spartanburg	Cleveland Hotel
Lake Junaluska	The Southern Assembly
Linville	Eseeola Inn
Madison	Blue Ridge Hotel
Morehead City	Woodland Hotel
Shelby	Cleveland Springs Hotel
Southern Pines	Southern Pines Chamber of Commerce
Washington	Hotel Louise
Waynesville	Alexander Drug Store
Rutherfordton	Iso-Thermal Hotel
Greensboro	O'Henry Hotel
Wilson	Cherry Hotel
Wilson	Serve-All Filling Station
Winston-Salem	Robert E. Lee Hotel
Durham	Malbourne Hotel
Greenville	Pitt County Chamber of Commerce
Greensboro	Chamber of Commerce

KIND WORD IN SEASON

An American, newly arrived, went into a London tea shop, took his seat and waited. Presently a bright-eyed waitress approached him and asked: "Can I take your order?"

"Yes. Two boiled eggs and a kind word."

The waitress brought the eggs and was moving on when the American said: "Say! What about the kind word?"

The waitress leaned over and whispered: "Don't eat the eggs."

SOME AUTOMOBILE FACTS

No. of carloads of automobile freight shipped by railroad	400,000
Per cent of rubber supply used by automobile industry	83%
Per cent of plate glass supply used by automobile industry	30%
Per cent of aluminum supply used by automobile industry	20%
Per cent of iron and steel used by automobile industry	4%
No. doctors using motor cars	110,000
No. of motor cars owned by corporations	600,000
Gasoline consumption (U. S.), 1922 (gals.)	5,300,000,000
Average monthly surplus of gasoline (gals.)	784,261,000
Gasoline consumption (U. S.) 1921 (gals.)	4,500,760,000
Per cent of cars used business	90%
Per cent of total car mileage used entirely for business	60%

WATCH OUT FOR FAKE ORGANIZERS.

The country seems to be full of fake automobile club organizers. Watch your step. When motorists are called on they should make full investigation. The country is full of fellows who are out to take the money of the motorist and give nothing in return.

The Carolina Motor Club was organized to overcome this and give the Motorist an organization really worth while. When representatives of the Carolina Motor Club call ask them to produce letter and official receipts countersigned by C. W. Roberts. There are some who might endeavor to represent our club to secure the money.

Reckless automobile driving arouses the suspicion that much of the horse sense of the good old days was possessed by the horse.—Boston Post.

NOT KNOTT WATT.

Two guys on a telephone:
"Are you there?"
"Who are you, please?"
"Watt!"
"What is your name?"
"Watt's my name."
"Yeh, what's your name?"
"My name is John—John Watt."
"John what?"
"Yes."
"I'll be around to see you this afternoon."
"All right. Are you Jones?"
"No, I'm Knott!"
"Will you tell me your name then?"
"Will Knott."
"Why not?"
"Not what?"
"No, not Knott Watt, William Knott."
"Oh, I beg your pardon!"
"Will you be home this afternoon?"
"Certainly, Knott."
"What?"
"Yes,—"
"Aw, shut up!"—The Daily Nebraskan.

THE JAY-WALKER

He's everywhere! Down town, up town. Large cities, small towns. An ever-present pest, a menace to himself and to others; pedestrians and motorists alike.

He is the Jay-Walker.

When the early editions of the newspapers are out, his favorite reading room is the pavement between curb and curb and he reads standing, his legs in slow, uncertain movement.

If something unusual happens he stops wherever he happens to be, middle of sidewalk or middle of street, and everything must go around him or hit him.

Out of 10,550 deaths due to auto accidents in New York State, 700 were due to reckless driving, 850 to defective mechanism, 9,000 to careless pedestrians.

Look out for the Jay-Walkers.—Kansas City Safety News.

MOTOR-VEHICLE REGISTRATION.

Motor vehicles registered in United States	11,500,000
Motor cars	10,250,000
Motor trucks	1,250,000
Increase in registration over last year	7%
Motor vehicle registration on farms	3,500,000
Motor cars	3,300,000
Motor trucks	200,000
Motor cars serving suburban communities	70,000
Passengers carried annually by motor car	7,500,000,000

Motorizing the Language.

A little girl from the city had been visiting in the country, and was being questioned as to what kind of time she had. Finally someone said, "I bet you don't even know how to milk a cow."

"Bet I do," she said.

She was pressed for particulars, and explained: "You take the cow into the barn and give her some breakfast food and water and then you drain her crankcase."—Prairie Farmer.

Has It Happened to You?

There was a large crowd gathered around the overturned motor car, while the excited driver was trying to right things.

"Halloa!" suddenly called the voice of a new arrival. "What's the matter, Robbins—car turned turtle?"

Robbins smiled with expressive sweetness.

"Oh, no; not at all, old chap," he replied.

"These kids have wanted to see how the machinery worked, so I had the car turned upside down just to please them."—Los Angeles Times.

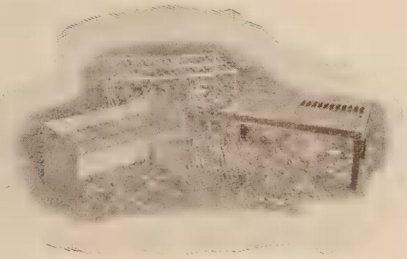
AUTOS BEFORE TRAINS.

The first automobile was built and tested fifty years before the first railroad track was laid. Captain Nicholas J. Guinot, in 1769, is credited with having constructed the first motor-propelled road vehicle that actually ran. Steam was the power.

THE MONTH'S CROP OF ACCESSORIES

It is only necessary to throw the glass fire extinguisher at the base of flame. When broken the explosive effect due to the inrush of air results in effectively spreading the liquid and smothering the fire before it has a chance to spread.

For those who prefer the wood fire comes a practical array of grates which can be had in most any form for very little money. They all can be folded into a flat package, which will pack anywhere in the car.



On a long trip the springs of your car must be kept well lubricated or they will break. A new spring cover protects them from foreign matter and permits you to inject grease from a gun under pressure when necessary.

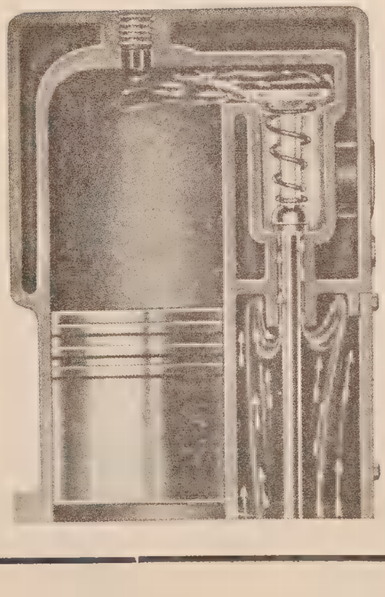
A new type of meter keeps you acquainted with the engine temperature. The whole device is electrically connected so that before the danger point is reached your horn is calling "help." You can't ignore it.

Something you have long waited for is a page of motor car accessories. Hereafter this department will appear monthly as a regular feature of the Motorist and will show the latest and most practical accessories which make their debut on that particular month. Every device published is first thoroughly tested by Fred Gilman Jopp, motor camping editor of Outer's Recreation Magazine, as only in this way can we assure our readers of accessories that will stand the gaff of efficiency and practicability. Mr. Jopp will be glad to give you the manufacturer's name and address of any article on this page, if the firms represented in the advertising columns do not have it. Address your communications to Mr. Jopp at 500 North Dearborn street, Chicago, Ill.—Editor.

The motor trunk is a valuable accessory and does much to keep the equipment in order. Here is one that contains three good-sized suitcases in which can be stowed any number of things. It is dust and dirt proof and fits on the running board.

One of the most recent improvements for the motor camping stove is legs which bring it up to a convenient height so that no stooping is required, thus eliminating the back-breaking operation of cooking a meal close to the ground.

Air leading through intake valve-stem guides causes many motor ills. But a new valve packing applied to the intake valve corrects all these faults and enables the engine to produce a constant, pepful flow of power.



New Officers, Directors, and Board of Advisors Elected at Annual Meeting of the Carolina Motor Club, Inc., Greensboro, May 25th, 1923

NEXT MEETING TO BE HELD IN CHARLOTTE IN SEPTEMBER

These men and women will guide the Carolina Motor Club until February, 1924, when the next annual meeting will be held. The fiscal year of the organization has been changed to end with the last of December of each year and the annual meeting to be held in February.

C. C. Armstrong, Gastonia, N. C.	President
J. E. Sirrine, Greenville, S. C.	1st Vice President
H. W. Plummer, Asheville, N. C.	2nd Vice-President
John L. Dabbs, Charlotte, N. C.	3rd Vice-President
Baxter Durham, Raleigh, N. C.	4th Vice-President
C. W. Roberts, Greensboro, N. C.	Active Vice-President
Waldo Porter, Greensboro, N. C.	Treasurer

DIRECTORS

Kent Sheppard	Winston-Salem, N. C.
C. C. Smoot	North Wilkesboro, N. C.
W. N. Everett	Raleigh, N. C.
E. Sternberger	Greensboro, N. C.
C. M. Butler	Wilmington, N. C.
Arthur Ross	Asheboro, N. C.
A. M. Lumpkin	Columbia, S. C.
J. B. Ramsey	Rocky Mount, N. C.
T. C. Hamer	Bennettsville, S. C.
H. A. Rouzer	Salisbury, N. C.
Edgar W. Pharr	Charlotte, N. C.
Junius H. Harden	Burlington, N. C.

BOARD OF ADVISORS

Albemarle, N. C.	Robert R. Bland
Asheboro, N. C.	H. H. Kennedy
Asheville, N. C.	Robt. R. Reynolds
Biltmore, N. C.	Mrs. Edith Vanderbilt
Black Creek, N. C.	A. D. Aycock
Blowing Rock, N. C.	W. L. Alexander
Bryson City, N. C.	R. C. Sandidge, Jr.
Burlington, N. C.	F. L. Williamson
Cedar Grove, N. C.	R. C. Ellis
Chapel Hill, N. C.	Mrs. Geo. D. Elliott
Charleston, S. C.	Geo. DeS. Tucker
Charlotte, N. C.	R. C. Biberstein
Clayton, N. C.	Neil S. Barnes
Cliffside, N. C.	Chas. H. Haynes
Concord, N. C.	H. W. Callaway
Conetoe, N. C.	N. B. Dawson, Jr.
Dunn, N C.	Z. V. Snipes
Durham, N. C.	E. I. Bugg
Duke, N. C.	W. A. Erwin
Eastover, S. C.	R. C. Hamer
Elizabeth City, N. C.	Rev. F. H. Scattergood
Elm City, N. C.	J. N. Barnes
Elon College, N. C.	Thos. C. Amick
Fayetteville, N. C.	Chas. G. Rose
Florence, S. C.	L. I. Strauss
Francisco, N. C.	Z. V. Stewart
Franklin, N. C.	Dr. S. H. Lyle, Jr.
Franklinville, N. C.	Chas. T. Spoon
Gastonia, N. C.	A. G. Myers
Gibsonville, N. C.	Clarence N. Cone
Goldsboro, N. C.	Nathan O'Berry
Graham, N. C.	McBride Holt
Hamer, S. C.	B. M. Hamer
Hamlet, N. C.	W. R. Land
Henderson, N. C.	C. P. Tanner
Hickory, N. C.	O. Joe Howard
High Point, N. C.	Houston B. Hiatt
Hillsboro, N. C.	James H. Webb
Jalong, N. C.	R. G. Cole
Jamestown, N. C.	Mrs. W. G. Ragsdale
Kingsboro, N. C.	B. F. Finney, Jr.
Kinston, N. C.	E. Y. Speed
Knightdale, N. C.	Wm. E. Pentz
LaGrange, N. C.	Dr. J. W. P. Smithwick
Lake Junaluska, N. C.	J. Dale Stentz
Lenoir, N. C.	G. F. Harper
Lexington, N. C.	Geo L. Hackney
Liberty, N. C.	W. A. Kime
Louisburg, N. C.	R. C. Beck
Lumberton, N. C.	A. W. McLean
Macclesfield, N. C.	W. W. Eagles
Marston, N. C.	L. D. Knott
Mebane, N. C.	W. O. Warren
Mocksville, N. C.	D. H. Hendricks
Monroe, N. C.	R. B. Redwine, Jr.
Morehead City, N. C.	Chas. S. Wallace
Morganton, N. C.	A. M. Kistler
Mt. Airy, N. C.	E. H. Kochtitsky
Mt. Olive, N. C.	J. L. Hatcher
New Bern, N. C.	Wade Meadows
Newton, N. C.	Dr. H. W. Rowe
Pinehurst, N. C.	Leonard Tufts
Pinetops, N. C.	Frank H. Saunders
Raleigh, N. C.	E. B. Crow
Randleman, N. C.	R. P. Deal
Red Springs, N. C.	Arthur T. McCallum
Reidsville, N. C.	Ira R. Humphrey
Ridgeville, N. C.	S. C. Wilkinson
Roanoke Rapids, N. C.	S. F. Patterson
Rockingham, N. C.	M. W. McRae
Rocky Mount, N. C.	N. Y. Chambliss
Rosemary, N. C.	C. G. Freeman
Roxboro, N. C.	J. M. Long
Salisbury, N. C.	Frank R. Brown
Shelby, N. C.	Henry L. Vanstory
Snow Hill, N. C.	C. L. Blount
Southern Pines, N. C.	S. B. Richardson
Speed, N. C.	D. H. Parker
Spindale, N. C.	J. S. Tanner
Spray, N. C.	E. D. Pitcher
Statesville, N. C.	H. P. Grier, Jr.
Stokesdale, N. C.	W. M. Morrison
Summerfield, N. C.	B. H. Hoskins
Sylva, N. C.	J. S. Higdon
Tarboro, N. C.	Geo. A. Holderness
Thomasville, N. C.	T. A. Finch
Trinity, N. C.	L. Roy Ingram
Wakefield, N. C.	Clarence H. Chamblee
Warsaw, N. C.	E. F. Randolph
Washington, N. C.	Fred W. Ayers
Waynesville, N. C.	J. P. Swift
Weldon, N. C.	H. V. Bounds
Williamston, N. C.	Mrs. James Grist Staten
Wilmington, N. C.	J. Lawrence Sprunt
Wilson, N. C.	Tom Pettus
Winston-Salem, N. C.	Fred C. Bahnson
Greensboro, N. C.	Geo. L. Stansbury
Whitakers, N. C.	H. L. Pippen
Swepsonville, N. C.	D. F. Williams
Scotland Neck, N. C.	Hugh Johnson

CROSS CROSSINGS CAUTIOUSLY

The American Railway Association will resume its efforts during the summer of 1923 to lessen the number of deaths and injuries at railroad-highway crossings throughout the country.

In 30 years our country's population has increased 68%. Fatal railroad-highway crossing accidents have increased 345%, and injury cases 652%. These disproportionate increases are due entirely to the use of the automobile. During the year 1922, according to the National Automobile Chamber of Commerce, and "Automotive Industries," 2,527,000 cars and trucks were produced, making a total registration December 31, 1922, of 12,357,372 cars, or about one for every nine of our population. The 1922 increase in production was about 24%. In the same year the railroad traffic as expressed by car loadings increased 11.16%.

In five years 9,101 persons were killed and 24,208 were injured at railroad-highway crossings in the United States.

The automobile at the railroad-highway crossing presents a modern problem. It must be met with fairness to the public and the railroads.

The ideal solution of railroad-highway crossing accidents is elimination of the crossings. This is not attainable with 251,500 grade level crossings on Class 1 Railroads alone, and their removal at the rate of about 485 per year. Generations will be required to wipe them out. The expense must not be overlooked. $50,000 per crossing is a conservative average estimate for such work, the City cost being vastly higher than the rural. This would involve an expenditure of $12,500,000,000, all of which would be non-revenue producing, the burden falling upon the tax payers and the railroads.

A substantial and immediate remedy can be found elsewhere. Its simplicity encourages hope of attainment. Its practicability warrants effort. It is just a matter of using COMMON CARE by the railroads and the travelers upon the highway. There are duties devolving upon the railroads in indicating the presence of railroad-highway crossings, keeping such crossings in good condition for travel, and seeing to it that railroad employes do their full duty in warning of the approach of trains.

The railroads have learned the value of organized effort for safety, through the reduction of deaths of employes on duty from 4,354 in 1907 to 1,446 in 1921, by far the lowest record since 1888. This result has been achieved notwithstanding a larger force of employes during the year 1921.

Railroad employes as a whole have unquestionably developed a higher degree of care in the performance of their duties.

As education in and discussion of safety matters are responsible for the gratifying results obtained in employe cases, it is logical to assume that education of the traveling public to the exercise of a reasonable degree of care when approaching and passing over railroad crossings will likewise have a good effect in reducing such accidents.

Volumes could be written upon present and proposed laws, ordinances and regulations governing the conduct of travelers upon the highway at railroad intersections. They can be epitomized into a simple, easily-remembered rule which is,

CROSS CROSSINGS CAUTIOUSLY

Won't you do your part and thus by good example assist in reducing the large annual, yet needless loss of life and injury to occupants of automobiles at railroad-highway crossings by

1. Slowing down when approaching any railroad-highway crossings;
2. By looking both ways and listening to ascertain if a train is approaching;
3. By being particularly careful where there are two or more tracks, because of trains in opposite direction;
4. By exercising good, conservative judgment at crossings;
5. In case of doubt take the safe course and stop before reaching track,

thereby possibly saving your life and the lives of your loved ones and at the same time demonstrating to others how to always

CROSS CROSSINGS CAUTIOUSLY.

DO YOU HAVE GOOD DRIVING MANNERS?

A New York physician declared recently that the unmannerly blowing of motor horns is responsible for a large percentage of street accidents. The sudden blast startles the pedestrian and he jumps the wrong way. It makes the other driver who is nervous even more nervous—no telling what he may do. It frightens horses, with the consequent danger of a runaway in crowded thoroughfares.

A manufacturer of motor horns uses the slogan: "The horn that says 'please'." Learn to blow yours that way. Try the gentle, sustained pressure instead of the impatient slap at the button.

Unmannerly driving isn't careless driving neces- Many drivers who pride themselves on their carefulness have atrocious manners. They don't take chances, but they crowd; they never let anyone ahead of them at a crossing; and they direct caustic remarks at other drivers and pedestrians.

Bad manners make the motor car and motorist unpopular in certain quarters and increase the restrictions on automobile operation. An improvement in driving manners will mean a better feeling toward the motorist, and fewer restrictions.—(From Cosmopolitan for July 1923.)

The Men Who Make the Roads.

O, Brothers, when you motor out
In double fours of flivvers,
To lamp the landscape round about
And agitate your livers,
The while your gas-consumer flies,
O'er beaten trails and byways;
Oh, breathe a prayer and bless the guys
That built the bloomin's highways.

Be mindful of their lowly lot,
They rarely ride as you do.
You drive nice cars, but they do not,
At least a very few do.
And life would be a dreary hike
O'er beaten trails and byways,
If it were not for fellows like
The ginks that give us highways.

—C. Wiles Hallock, in Western Highways Builder.

FELT STOPS SQUEAKS.

Hood rattles and body squeaks can be stoped by the application of strips from an old felt hat between the moving parts. The shoulders along radiator and cowl, where the hood rests, are among such parts liable to cause squeaks. The felt will stick best if glued down with silicate of soda, or water glass.

CAROLINA MOTOR CLUB
OFFICIAL
GARAGE
NO. 49
AAA
CERTIFIED SERVICE

(Town, Name, Hours for Service, Phones—Day and Night, in order.)

Asheville—Weaver Motor Co.—7:30 A.M.-11 P.M.
Asheville—Cazel Auto Service Co.—12 A.M.-12 P.M.—358-358.
Aberdeen—A & M Garage—All hours.
Albemarle—Auten-Wolft Motor Co.—All Hours—126-126.
Asheboro—Highway Service Station—All Hours—142-27.
Black Creek—Aycock Auto Co.—4003.
Blowing Rock—Service Garage—All Hours.
Brevard—McCrary Motor Co.—6:30 A.M.-12 P.M.—198.
Bryson City—Sandidge Motor Co.—All Hours—82-2.
Burlington—Midway Auto Co.—7 A.M.-8 P.M.—J-812.
Burlington—C. P. K. Motor Co.—7 A.M.-8 P.M.—825.
Burlington—Front Street Service Station—6 A.M.-12 P.M.—241.
Chadbourn—D. R. Connors Garage—7 A.M.-6 P.M.—2 Rings; 3 Rings.
Charlotte—Auto Inn—All Hours—24-24.
Charlotte—Rust Motor Co.—7:30 A.M.-6 P.M.—218.
Concord—Cabarrus Motor Co.—6 A.M.-11 P.M.—400-132L.
Dunn—Z. V. Snipes Garage—6 A.M.-10 P.M.—24.
Durham—Grand Central Garage—7 A.M.-12 P.M.—1500-1500.
Durham—Durham Motor Car Co.—7 A.M.-10 P.M.—702-702.
Elm City—Braswell Motor Car Co.—All Hours—237.
Enfield—Thos. E. Marshall—7 A.M.—-8 P.M.—262-211J.
Fayetteville—Universal Garage Co.—7 A.M.-6 P.M.—186-187.
Fayetteville—Lewis Motor Co.—7 A.M.-10 P.M.—862-862.
Fayetteville—J & N Motor Co.—7 A.M.-6 P.M.—75-75.
Franklin—Porter Motor Co.—7 A.M.-9 P.M.—45-45.
Gastonia—Red Lion Service Co.—7 A.M.-10 P.M.
Gastonia—E. T. James Co.—All Hours—1937-827J.
Gastonia—Craig Chevrolet Co.—7 A.M.-8 P.M.—918-918.
Franklinville—Franklinville Motor Co.—All Hours—95-95.
Fuquay Springs—H. H. Sessoms Garage—7:30 A.M.-6:30 P.M.
Goldsboro—Harris Motor Co.—7 A.M.-10 P.M.—838-482.
Goldsboro—Standard Motor Co.—7 A.M.-10 P.M.—872.
Graham—Moon Motor Co.—7 A.M.-10:30 P.M.—558J-558J.
Greensboro—Greensboro Motor Car Co.—7 A.M.-6 P.M.—2500-1020W.
Greensobro—Winder Oil Co.
Greensboro—P. B. Comer Garage—6 A.M.-12 P.M.—931-931.
Greensboro—Boren & Swaim Service Stations (Gasoline and oil service only.)
Greensboro—Guilford Motor Car Co. (Franklin service only) 7:30 A.M.-6:30 P.M.—166-166.
Greensboro—Coble & Starr Motor Co.—7 A.M.-10 P.M.—678-684.
Greensboro—Mebane Motor Co. (Dodge service only)—8 A.M.-6 P.M.—2351-2351.
Greensboro—Hares Motors of the Carolinas—7:30 A.M.-9 P.M.—2836.
Greensboro—Thos. C. Hunt, Inc.—8 A.M.-6 P.M.—260-3002W. (Packard service only.)
Greenville—Sugg Motor Co.—7 A.M.-9 P.M.—429.
Hamlet—Auto Inn—6 A.M.-10 P.M.—71W-71W.
Henderson—Stevenson Motor Service Co.—8 A.M.-8 P.M.
Hendersonville—R R Motor Co.—7 A.M.-12 P.M.—198.
Hickory—Hickory Motor Corporation—6 A.M.-11 P.M.—405-24.
High Point—White Way Motor Co.—All hours except 9:30 A.M.-4 P.M. Sunday—393.
High Point—Sheraton Garage—7 A.M.-6 P.M.—485-485.
Hillsboro—Orange Motor Co.—7 A.M.-7 P.M.—98-110.
Jamestown—Jamestown Motor Co.—7 A.M.-10 P.M.—5321-5321.
Kannapolis—R. M. Housel Garage—6:30 A.M.-8 P.M.—33-133.
Kinston—Kinston Garage—7 A.M.-6 P.M.—414.
Laurel Hill—Pate Overland Co.—7 A.M.-6 P.M.—3911-3905.
Laurenburg—McNair Automotive Co.—7 A.M.-6 P.M.—303.
Lenoir—Merritt Motor Co.—Phone 52.
Lexington—G & G Motor Co.—All hours—7443-353.
Liberty—Smith Motor Co.—All hours—75-70.
Lincolnton—Hinsons Garage—7 A.M.-11 P.M.
Louisburg—Beck's Garage—7 A.M.-12 P.M.—341.
Lumberton—Townsend Motor Co.—7 A.M.-7 P.M.—196-154.
Madison—Rockingham Auto Co.—7 A.M.-7 P.M.—457.
Marshville—Marshville Motor Co.—7 A.M.-7 P.M.—154.
Maxton—Wilbarn Service Co.—7 A.M.-9 P.M.—215.
Mebane—James Warren Motor Co.—9 A.M.-6 P.M.—100-100.
Mebane—Elkins Motor Co.—7 A.M.-9 P.M.—134-91.
Monroe—Monroe Motor Co.—7 A.M.-7 P.M.—599.
Mebane—Mebane Auto Co.—9-97.
Morehead City—Service Garage—7 A.M.-6 P.M.—134W-1J.
Morehead City—Morehead City Garage—6 A.M.-6 P.M.—100-122J.
Morganton—Erwin Bolton Motor Co.—7 A.M-6 P.M.—112.
Mt. Olive—J. L. Hatchers Garage—7:30 A.M.-10 P.M.—32-133.
Nashville—Wheeless Motor Co.—6:30 A.M.-10 P.M.—68.
Newbern—Automotive Service Co.—7 A.M.-12 P.M.—866-866.
Newbern—Willis Motor Co.—7 A.M.-12 P.M.—287-794.
North Wilkesboro—W. W. Call Motor Co.—7 A.M.-6 P.M.—238.
Pinnacle—Pinnacle Motor Co.—7 A.M.-10 P.M.
Ramseur—Moore Motor Co.—7 A.M.-10 P.M.
Randleman—Randleman Motor Co.—7 A.M.-9 P.M.—97-97.
Roanoke Rapids—Joyner Motor Co.—7 A.M.-6 P.M.—226.
Rockingham—Jenkins Buick Garage—7 A.M.-11-15 P.M.—341.
Raleigh—Motor Service Co.—7 A.M.-11 P.M.—777-1466W.
Raleigh—Franklin Auto Sales Co.—7:30 A.M.-6 P.M.—715-715. (Franklin service only.)
Raleigh—Sugg Motor Co.
Reidsville—Square Motor Co.—7 A.M.-6 P.M.—356.
Rockingham—Jenkins Buick Co.
Rocky Mount—Edwards Cutchin Motor Co.—All hours—362-362.
Roxboro—Crowell Motor Co.—7 A.M.-6 P.M.—77.
Smithfield—Sanders Motor Co.—7 A.M.-10 P.M.—168.
Salisbury—Cal Cutting Motor Service Co.—7 A.M.-9 P.M.—441.
Salisbury—Motor Tire & Service Co.—7 A.M.-10 P.M.—456W.
Sanford—Hanner Motor Co.—7 A.M.-11 P.M.—200.
Shelby—Thompson Higgins Motor Co.—All hours—517-129.
Snow Hill—Moye Motor Co.—6 A.M.-10 P.M.—11J-11W.
Southern Pines—Davis Motor Co.—7 A.M.-11 P.M.
Southern Pines—Federal Service Station—7 A.M.-12 P.M.—308.
Spartanburg, S. C.—Magnolia Oil Co.—6:30 A.M.-12 P.M.—1486-1486.
Statesville—Yount Motor Co.—7 A.M.-9 P.M.—41.
St. Pauls—Auto Supply Co.—7 A.M.-8:30 P.M.—59.
Sylva—J. S. Higdon's Garage—7 A.M.-8:30 P.M.—1.
Thomasville—Motor Service Co.—7 A.M.-9 P.M.—368.
Tarboro—Corbett Bros. Garage—7 A.M.-6 P.M.—49.
Wallace—Wallace Motor Co.—7 A.M.-8 P.M.
Warsaw—Thomas Motor Co.—7 A.M.-6 P.M.—53.
Waynesville—Swift Motor Co.—7 A.M.-6 P.M.—176.
Washington—Claude L. Carrow Garage—7 A.M.-6 P.M.—330.
Weldon—Bounds Motor Co.—7:30 A.M.-9 P.M.—207-226.
Wilmington—MacMillan & Cameron—All hours—15-15.
Wilmington—MacMillan & Marshburn—26.
Wilson—Ruffin Accessory Shop—All hours—912-626-478.
Winston-Salem—Ideal Motor & Equipment Co.—All hours—103-107.
Winston-Salem—Franklin Motor Car Co.—7 A.M.-10 P.M.—95-95. (Franklin service only.)
Winston-Salem—Hunt's Packard Service Station—8 A.M.—2612. (Packard service only.)

HOW TO OBTAIN EMERGENCY ROAD SERVICE

Do not fail to carry your membership card. No service will be given unless you have it with you when asking for aid. When you require Emergency Service, telephone nearest Official Garage listed. Furnish the Official Garage with the information which is on your membership card.

Our nearest Official Garage will immediately send a mechanic to your aid; he will either start your car in thirty minutes so you can proceed under your own power or will tow you to our nearest Official Service Station, without expense to you.

Should you wish your car towed to any other than our nearest Service Station, you must bear the expense after leaving said station.

Your Club is not in the repair business. We only render Emergency Service and agree to do one of two things: Start you under your own power or tow your car to safety. We do not supply parts or accessories of any kind.

If your car is wrecked or disabled so it cannot operate under its own power; if there are broken parts or mechanical defects that cannot be repaired at the roadside within a half hour, our Service man will immediately tow your car to our nearest service station. When it arrives there, our responsibility ceases and you are at liberty to have your car repaired by whomsoever you wish.

In case of a puncture, our Service man will change your tires for you if you have a spare one, or he will put in a spare inner tube and inflate it. In no even will they repair punctures except at the expense of the member.

If the car can operate under its own power, without damage to itself, you are not entitled to our service. You must take it to a garage and arrange for its repair at your own expense.

Free Emergency Road Service is rendered to a distance of five (5) miles only, and a limit of thirty (30) minutes free work after reaching the car. Distance and time in excess will be paid for by the member.

Should you require gasoline, our Service men will bring you one gallon to enable you to proceed to a gas station. The member pays for the gas, the service being free.

As the name indicates, this is EMERGENCY ROAD SERVICE and no service of any kind will be rendered in a private or public garage.

The Club requests that you do not tip our Service men as they are paid by us in every case commensurate with service rendered.

In the case of a wreck where the car is insured, the member must pay the Service Garage for the tow as the insurance company will reimburse him for this.

Official Service Garages

All Service Stations used by the Club in rendering you aid are under a bond to the Club guaranteeing to our members preferred service. We will appreciate information and will carefully investigate any lack of service on the part of our Official Service Garages **or discourtesy on the part of their employees.**

BY-LAWS CAROLINA MOTOR CLUB, INCORPORATED.

The By-Laws are here produced that the members may have this information before them. It is possible that there will be several amendments to be made at the annual meeting of the Club. Recommendations are solicited from all members. The Carolina Motor Club is a stock corporation, because the laws of North Carolina do not provide for the incorporation of non-stock organizations.

Article I

Meetings of Stockholders.

1. **Place.** Meetings of the stockholders of the corporation shall be held at such place or places as the board of directors may designate.

2. **Annual Meetings.** The annual meeting of the stockholders of the corporation shall be held in May of each and every year, at which meeting the directors of the corporation shall be chosen from among the stockholders, which directors so chosen shall hold office until the next succeeding annual meeting and until their respective successors are elected and qualified.

3. **Notice of Annual Meeting.** A written notice of each annual meeting shall be mailed at least ten days before such meeting to each stockholder to his last known postoffice address appearing on the records of the corporation. If for any reason any annual meeting shall not be held as herein provided, such annual meeting may be called by the president or a majority of the directors at any time after the time herein prescribed for such meeting. The notice herein prescribed shall be unnecessary in the case of any stockholder who shall in writing waive notice of the time and place of such meeting or shall be present in person or be represented by proxy.

4. **Special Meetings.** Special meetings of the stockholders may be called at any time by the President or a majority of the directors and it shall be the duty of the president or secretary to call such meeting whenever requested in writing to do so by stockholders owning not less than twenty-five per centum of the entire outstanding capital stock of the corporation having the right to vote. Notice of such meetings shall be given in accordance with the requirements of Section 3 of this Article.

5. **Quorum of Stockholders.** At all meetings of stockholders a quorum shall consist of a majority of stockholders owning capital stock of Class A of the corporation either present in person or represented by proxies.

6. **Stockholders Right to Vote.** At all meetings of stockholders the right of any stockholder to vote shall be determined by the corporation's records and only such person shall be entitled to vote as appear as stockholders of the corporation upon such records and are otherwise qualified.

7. **Proxies.** Stockholders may be represented at any meeting by proxies, provided all proxies shall be in writing and no proxy shall be voted after three years from its date nor by any person other than a stockholder of the corporation.

8. **How Stockholders Vote.** At all meetings of stockholders all questions except as to the amendment or repeal of these by-laws, the election of directors and other questions, the decision of which is otherwise especially regulated by statute, shall be determined by a majority vote of the stockholders present in person or represented by proxies; and, in the event of a tie vote the presiding officer of the meeting shall cast the deciding vote. Each stockholder being the owner of one or more shares of Class A stock, shall be entitled to only one vote.

9. **Who Presides at Meetings.** The president of the corporation shall be the presiding officer of all meetings whether of stockholders or directors; and at all meetings of directors the president shall be entitled to vote as any other director and in all meetings of the stockholders of the corporation he may vote as provided for by Section 8 of this article. In the absence of the president a vice president who shall be the owner of a share or shares of Class A stock shall preside and have and exercise all the powers herein conferred upon the president when acting as presiding officer of the meeting.

10. **All Present, Notice Unnecessary. Waivers.** All motions carried and resolutions adopted and business transacted at a meeting of the stockholders at which all stockholders of the corporation owning Class A stock are present either in person or by lawful proxy shall be valid and binding even in the abesnce of notice of such meeting; likewise all meetings, notice of which is waived in writing by all of the stockholders, where no notice has been given, or by such stockholders as have not been duly notified shall be deemed and held to be regular and valid.

ARTICLE II

Board of Directors

1. **How Composed.** The board of directors shall consist of seven stockholders of the corporation; provided that such number may be increased and thereafter decreased to a number not less than three by the adoption of appropriate resolutions at any annual or special meeting of stockholders, provided that in the case of a special meeting the notice of such meeting shall have contained a notice of such proposed increase or decrease.

2. **How Elected.** The directors shall be elected by ballot and in accordance with the provisions of law governing or pertaining to such elections: the polls shall remain open for one hour unless all of the stockholders are present in person or are represented by proxies and have sooner voted or such as are not either present in person or represented by proxies shall have waived in writing this provision. The persons receiving the majority of the votes shall be declared elected and hold office as directors until next annual meeting and until their successors are elected and qualified. Upon such ballot each stockholder who is the registered owner of one or more shares of Class A stock shall be entitled to one vote.

3. **Powers.** The board of directors shall have and exercise all the powers of the corporation which are not reserved to the stockholders by the charter, these by-laws or by the laws of the State of North Carolina now or hereafter in force. In furtherance and not in limitation of the foregoing general powers and authority the board of directors shall have full power with respect to the following matters:

(a) **Vacancies.** In the event of a vacancy in the board of directors caused by death, resignation or otherwise in the interval between annual meetings the remaining directors, even though less than a quorum, shall fill such vacancy by choice from among the stockholders of the corporation, and the person so chosen shall be a director until the next annual meeting of stockholders and until his successor is elected and qualified.

(b) **Elect Officers.** Immediately or as soon as convenient after elected the board shall hold a meeting at which they shall choose from among themselves a president, vice-president, a secretary and a treasurer and such officers and agents as they may determine to be necessary.

(c) **Board of Advisors.** Likewise at such meeting of the board of directors the board shall elect an advisory board for the corporation consisting of one hundred members, the members whereof may be at any time called into consultation by the directors for advice concerning the affairs and interests of the corporation.

(d) **Fix Salaries.** The board shall by a majority vote fix the salaries and compensation of all officers of the corporation and may change such salaries and compensation from time to time as they may determine. The board may delegate these powers to the executive committee.

(e) **Employment of General Manager.** The board may employ, or authorize the executive committee to employ, a general manager for the corporation and may delegate to him the duties of the secretary and treasurer in the management and conduct of the affairs of the corporation.

(f) **Branches and Information Station.** In communities where there are fifty or more members of the corporation the board shall authorize the organization of the local members and the election of a local advisory committee to co-operate with the directors, executive committee and officers in organizing and executing the service of the local branch. All operating and maintenance expenses shall be paid out of the corporation's treasury. In communities of less than fifty members the board may authorize the establishment of such information service as it may deem advisable. Where such information services or branches are established a local manager therefor shall be designated by the general manager subject to the approval of the local advisory committee.

(g) **Buy and Sell Property.** The board of directors shall have power and authority to purchase, lease or acquire in any lawful manner any or all real or personal property which in their judgment may be beneficial to the purpose of the corporation.

(h) **Issue Notes, Etc.** The board of directors shall have power and authority to issue notes or other obligations or evidences of indebtedness of the corporation and to secure the same and from time to time to sell, assign, transfer, exchange or otherwise dispose of any of the property of the corporation.

4. **Directors Meetings, Where Held, Notice.** The board of directors shall hold their regular meetings at the principal offices of the corporation, unless for good cause they may determine to hold a meeting elsewhere. All meetings held upon two days notice personally communicated to each director or by telegraph or telephone or where notice in writing shall have been mailed not less than three days prior to any meeting to the postoffice address of each director appearing on the records of the corporation shall be a valid meeting, provided, however, the board may fix a time and place or times and places for regular meetings of which no notice need be given and provided further a legal or valid meeting may be held at any time without notice when all of the directors are present or such as are not present shall in writing have waived notice thereof.

5. **Quorum of Directors.** A quorum of the directors shall consist of a majority of the entire board.

ARTICLE III

Duties of Officers

1. **Prescribed by Directors.** The duties of the several officers of the corporation other than those duties in this article prescribed shall be fixed by the board of directors and the board may be motion or resolution at any regular or special meeting place new or additional duties, powers and responsibilities upon the several officers of the corporation. ..

2. **President.** The president shall preside at all meetings, both of stockholders and directors, sign all certificates of stock, appoint all committees and perform such other duties as may be assigned to him by the board of directors.

3. **Vice-President.** The first vice-president shall in the absence or of incapacity of the president perform the duties of that office; and he together with the other vice-presidents shall perform such other duties as may be assigned by the board of directors.

4. **Secretary.** The secretary shall record the proceedings of all meetings of stockholders and directors and the executive committee in a book or books kept for that purpose. He shall keep a record of the membership of the corporation and the number and kind of shares of stock owned by each stockholder.

5. **Treasurer.** The Treasurer shall keep full and accurate accounts of receipts and disbursements in books belonging to the corporation and shall deposit all money and other valuable effects to the credit of the corporation in such depositories as shall be designated by the board of directors. He shall receive and give receipts for all money paid to the corporation from any source whatever; and shall render to the directors or the executive committee, whenever required, an account of all his transactions as treasurer and of the financial condition of the corporation.

ARTICLE IV

Membership

1. **Classes of Members.** Membership in the corporation shall be of three classes as follows:

(a) Honorary
(b) Life Membership
(b) Active Membership

2. **Honorary Members.** The honorary membership shall be limited to twenty-five and shall include any persons distinguished for their scientific, literary, industrial or administrative capacity and may be elected by the board of directors. Honorary members shall be exempt from all assessments and shall have no right to vote at any meetings nor any right, title or interest in the assets of the corporation nor can any honorary member hold office.

3. **Life Members.** A person may become a life member by purchasing ten shares of Class A stock of the corporation.

4. **Active Members.** A person may become

an active member by purchasing one share of either class of stock of the corporation.

5. **Members, How Admitted.** Persons may only be admitted to membership in the corporation by signing the standard application blank and on approval of a majority of the executive committee.

6. **Stock Assessments.** Each share of the stock of the corporation shall be subject in each and every year to an assessment to be determined and levied by the executive committee of the corporation, but in no event to exceed $10.00; and, upon the failure of any stockholder to pay such assessment in the manner and within the limit of time fixed by the executive committee, such failure shall of itself effect and work the cancellation of the stock owned by him and the forfeiture by him of all right in the assets and to the privileges and advantages of the corporation; provided that any share of stock so cancelled as aforesaid may subsequently be reissued by the corportion in the discretion of the executive committee. Any stockholder who shall be the owner of ten shares of Class A stock shall be exempt from all assessment thereupon. Upon the death of any stockholder the stock owned by him shall thereby be cancelled subject to the right of the corporation through the executive committee to subsequently re-issue said stock.

7. **Discipline.** By an affirmative vote of two-thirds of the executive committee any member of the corporation may be admonished, suspended or excluded from the organization for conduct, injurious to the welfare or character of the organization or for the willful or reckless disregard of the existing laws or ordinances of the state or municipal divisions thereof; provided that before any such action shall be taken the member against whom complaint has been made shall be given ten days notice in writing of the charge against him and have an opportunity to make his defense. In the event of the exclusion of a member from the corporation such exclusion shall affect the immediate cancellation of all stock therein owned by him and the corporation shall refund to such excluded member such part of the assessment paid for the current year as the unexpired portion of such year bears to the whole years.

ARTICLE V

Executive Committee

Meetings of the executive committee may be called by any member of the committee. The executive committee shall advise with and aid the officers of the corporation in all matters concerning its interest and the management of its business and generally perform such duties and exercise such powers as may be directed or delegated by the board of directors from time to time and they shall have power and authority during the intervals between meetings of the board of directors to do and perform any or all things and acts in connection with the business of the corporation which the directors in meeting assembled have power and authority to do and perform, including the power to authorize the seal of the corporation to be fixed to all instruments and documents requiring the seal. The executive committee shall have power and authority to act other than in meeting assembled, provided that no action shall be taken or authority exercised by such committee except upon the vote or with the consent of a majority of the members thereof. The executive committee shall keep minutes of its formal or extraordinary transactions and shall cause them to be recorded in a book kept for that purpose and shall have such minutes submitted for approval to the board of directors at their meeting next succeeding such transactions. The secretary of the corporation shall be ex-officio secretary of the committee.

ARTICLE VI

Execution of Instruments

Any two of the four principal officers of the corpoartion, to-wit, the president, the vice-president, the secretary and the treasurer, shall have power and authority to borrow money for and in the name of the corporation for the proper prosecution and conduct of its business; and all checks, notes and other instruments issued in the regular course of business shall be signed by one of said officers, or the general manager, and countersigned by another of said officers.

ARTICLE VII

Certificates of Stock

1. **How Executed.** Each stockholder shall be entitled to a certificate of stock certifying the number of shares in the corporation owned by him. Certificates of stock shall be of such tenor and design as the board of directors may adopt and such tenor and design may be changed by the board of directors at pleasure. All certificates of stock shall be signed by the president or vice-president, attested by the secretary and shall have the seal of the corporation impressed thereon.

ARTICLE VIII

Books, Accounts and Records

The corporation shall keep at its principal office records of the meetings of stockholders and books showing a true and complete list of stockholders, their residences and the amount of stock held by each and books containing a record of the affairs of the corporation. Such books, accounts and records shall be open to the inspection of any member of the board of directors during business hours.

ARTICLE IX.

Fiscal Year.

The fiscal year of the corporation shall begin on the first day of May in each and every year and end on the 31st day of April in the same year.

ARTICLE X

Miscellaneous.

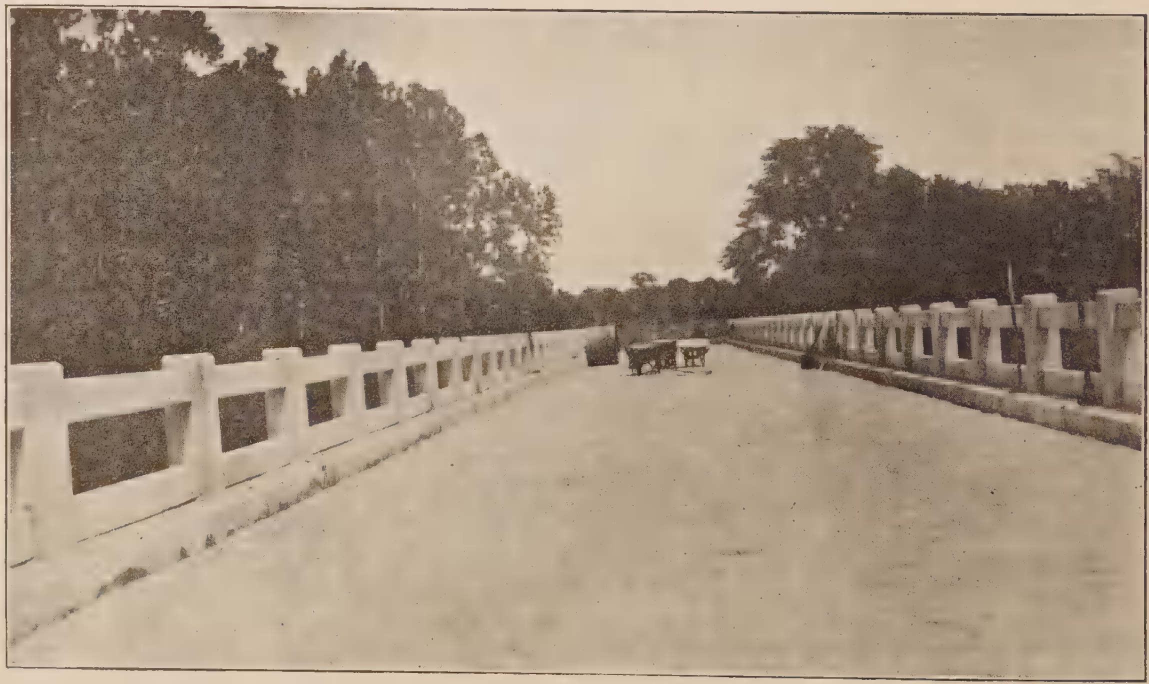
1. **Publication.** The corporation shall issue under the direction of the general manager a monthly club publication. One dollar of the assessment on each share of stock shall go toward paying the subscription to this publication. Subscriptions to this publication may be accepted from persons not members of the corporation upon payment of the subscription price of one edollar.

2. **Club Colors.** The club colors shall be red and blue.

3. **Seal.**....The seal of the corporation shall be circular in form with the words "Carolina Motor Club, Inc.," and the figures "1922" around the circumference and in the center the word "Seal."

4. **By-Laws; How Amended.**....These by-laws or any part of them may be repealed or amended at any annual meeting of stockhelders by a majority vote of such as are present in person or by proxy; and they may be repealed or amended in like manner at any special meeting of stockholders in a notice in which there shall be included a notice of such repeal or amendment; provided that no by-law made pursuant to any compulsory or obligatory provision of the charter of the corporation shall be subject to repeal other than as provided by law for the amendment of the charter. Other by-laws may be in their discretion enacted and adopted by the directors; and the directors shall have power to alter, amend, repeal or rescind any of these by-laws other than such as are made pursuant to any compulsory or obligatory provision of the charter of the corporation whenever in their opinion it is in the interest of the corporation to do so and in the opinion of the directors such action ought now to be delayed until a meeting of stockholders.

Certificate of Adoption. The foregoing by-laws were unanimously adopted at the first meeting of incorporators and subscribers to the capital stock of Carolina Motor Club, Incorporated, held on the 12th day of October, 1922.



Fishing Creek Bridge—Chester County, S. C.

You are reading this annoucement

— and just now—

or sometime within the next few days—

more than five thousand others will be reading it, too.

If you are a business man—

you will realize what it would mean if this page contained your advertisement.

CAROLINA MOTORIST reaches an interested audience of five odd thousand readers every month—

each one the owner of one or more automobiles—

who are able to buy and are buying not only motor cars, accessories and automotive equipement—

but—

all of the necessities and many of rhe luxuries of life—

to whom you can tell your story.

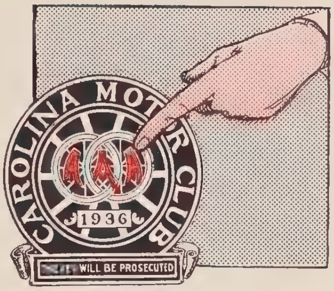
Rates and full information on request.

SCOGGIN PRINTING COMPANY
WINSTON-SALEM, N. C.

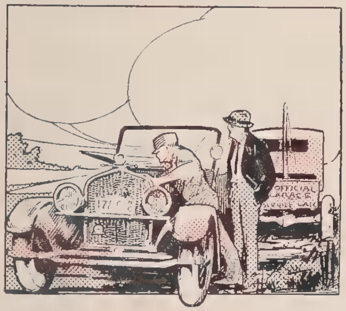
CAROLINA MOTORIST

August-September, 1923
Vol. 1 Vol. 6

Ten Cents the Copy
$1.00 by the Year



Membership in A. A. A.



Free Emergency Road Service

Membership Bond Card

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By Joe E. Sawyer

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Aid to Auto Campers

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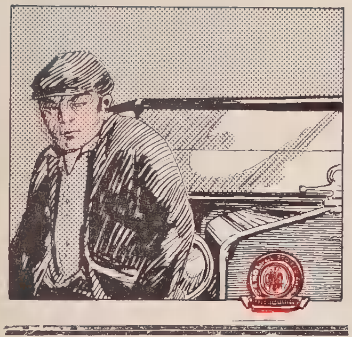
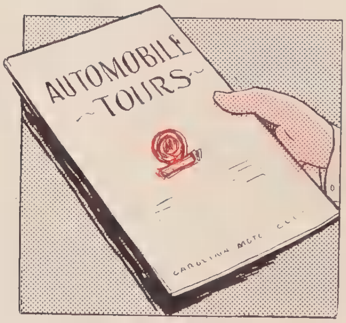
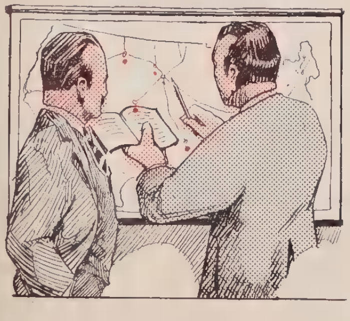


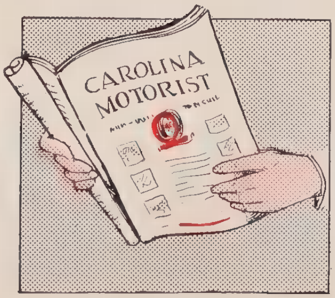
$50.00 Reward if Car Is Stolen



Tour Books and Maps



Tourist and Information Bureau



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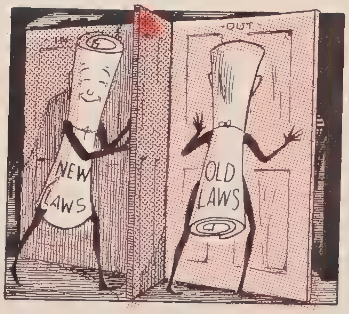

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A Business Organization Devoting Its Entire Resources to Bettering Conditions for Motorists in the Carolinas
A Members' Club, Not Carried On for Profit

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FREE ROAD MAPS.
LIMITED LEGAL ASSISTANCE.
CAROLINA MOTORIST.
HIGHWAY MILEAGE TABLES.

August 28th, 1923.

TO ALL MEMBERS CAROLINA MOTOR CLUB:

There is sent you with this CAROLINA MOTORIST one of our very latest Official Garage Service Cards, and new Highway Maps. Please always keep this service card in your car; you never know when you will need it.

And remember to always carry your membership card in order to obtain emergency road service. Official Service Station must see your card.

We are now working on an interesting Automobile Tour Book, which we hope to be able to announce to our members by October.

With our membership now almost 1700 (1665 to be correct), we are destined to be the strongest club in the South in a short while. September 15th we will be one year old, and it has been our ambition that in one year we should be the largest club in the South.

This is your organization, absolutely; it belongs to you. It takes a good deal of my leisure time to look after the club affairs for you, but it's a real pleasure that I enjoy.

I am wondering if it would give all you members as much pleasure to see the club the largest in the South the first year, as it would give me? If it will, you can help us by using the enclosed application blank in getting one of your friends to become a member this month.

President Armstrong sends greetings to all members, and by the way, he has sent in a number of new members during the past month. We made a cracker-jack selection. Just wait until Fall sets in and all you fellows get home, President Armstrong has something to talk with you about; Legislation, safety work, publicity, the fee system, petty arrests and many other subjects.

Constructive criticism is always welcomed. Write us anything you have to say. We are here to stay forever, and by the help of all you fellows we are going to do, in fact, are already doing a worth-while work for benefit of motorists.

Yours for service,
C. W. ROBERTS,
Active Vice-President.

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CAROLINA MOTORIST

Volume 1 GREENSBORO, N. C., August-September, 1923 Number 6

A Suggested Carolina Tour

By Lawrence S. Holt, Jr.

DURING a motoring experience covering a number of years and a greater number of States, one notable difference between North Carolina and other states has impressed me. This difference is the relative ease with which information regarding roads, towns, objects of scenic or historic interest, and the like are obtainable in most places outside of North Carolina and the corresponding difficulty of obtaining such information in our own State.

One of the chief objects of the Carolina Motor Club is the dissemination of full and accurate information about the roads of the State so that any native or visitor will be able to do his motoring with a maximum of pleasure and advantage and a minimum of delay and annoyance. It should further be its aim to guide the tourist along roads which will bring him in contact with the best we have to offer in scenery, industry, agriculture, historical interest and the like, and if this can be done we are confident that any tourist will depart with the recollection of his time pleasantly occupied and his mind filled with unsuspected facts regarding the Old North State.

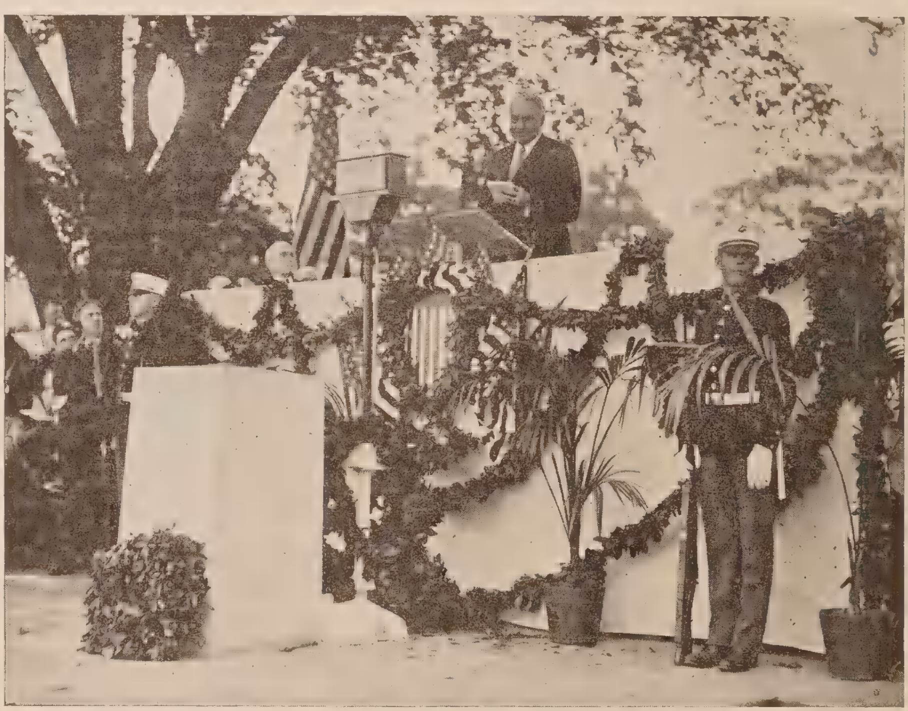
> A tour, or tours, of the Carolinas, touching the important points of historic and industrial interest is contemplated by the Carolina Motor Club. These tours to be made so interesting as to attract motorists here from distant States. It is proposed to compile these tours in an attractive book and then to thoroughly advertise the Tour Book for free distribution to non-residents. Ways and means of carrying out this plan, and points which should be touched by the tour will be welcomed.

To reach every part of our State is an undertaking which will require years of the average man's spare and vacation time. The achievements of our honored State Highway Commission have made it much easier and quicker of accomplishment, but even after the sixty-five millions are all converted into roads most of us will have to admit that we have never seen a large portion of the net work which will then cover the State. It is my purpose to outline briefly a tour which can be covered in a week and which will take the motorist through some of the fertile, agricultural districts, greatest industrial centers, most beautiful scenery, and most cherished historical spots which we have. It by no means embraces everything of which we are proud and which one should see to know North Carolina properly, but it does, I believe, give a cross section of the state which will be extremely informing to any stranger, enabling him to form a fairly accurate estimate of the state, and let us hope encourage him to extend his travels to include other sections which are not touched by this tour because they are too distant or too inaccessible to be visited without duplication of routes or excessive mileage.

Naturally, this tour should start at Raleigh, our historical and beloved Capitol. Its sites and attractions alone would repay a visit to the State and are too well known to enumerate. From Raleigh, Route 10 takes us to Durham, truly “Renowned the world around”, as its slogan states. Here one sees side by side leading exponents of three of the State's industries—cotton, tobacco and hosiery manufacturing—with Trinity College upholding the religious and cultural side of life. A side trip of twelve miles brings us to Chapel Hill, the oldest State University in the Union, now re-born and adding new brilliance to its lustre of old. From Durham westward to historic Hillsboro and on through busy Alamance with its Battle of Regulators, the first armed and organized resistance to British injustice and tyranny, and Elon College rising Phoenix-like from its ashes, to Greensboro, home of many huge industries and educational institutions, an important insurance center, with the famous Guilford Battleground nearby. Leaving Route 10, we go on to Winston-Salem, the State's largest city, with its Moravian memories, its diversified industries of furniture, rubber tires, wagons, hosiery, underwear and cotton manufacturing, all overshadowed by its enormous tobacco plants. Then through the rich fields and valleys of Forsyth, Yadkin and Wilkes counties to North Wilkesboro, the beginning of the Boone Trail and the center of a large and increasing fruit culture. From North Wilkesboro, following the Boone Trail, to the town which bears the name of that hardy pioneer, the seat of the Appalachian Training School and the gateway to Northeastern Tennessee. From Boone to Blowing Rock, unsurpassed in altitude and scenery by any resort east of the Rockies, where raindrops falling on the same acre go different ways, north to join the waters of the Ohio, west to the Tennessee, and south to the Yadkin. Down the mountain to Lenoir and on across the Catawba to Hickory where Route 10 is again picked up and followed westward to Valdese, the quaint and thriving settlement of a hardy and persecuted European race, to Morganton, the county seat of Burke, which at one time extended to the Mississippi River and is the mother of all Western North Carolina with the whole state of Tennessee thrown in. Next comes the largest expanse of water which this tour reaches, Lake James, better known as Bridgewater to thousands of enthusiastic fishermen, the back-log of hydro-electric power which keeps the wheels of industry turning in the Carolinas regardless of coal strikes and droughts, whose blue waters reflect the outlines of Short Off, Table Rock and Hawk's Bill, and whose six thousand odd acres of area absorb all mountain freshets and floods, thus rendering the lower reaches of the river immune from any repetition of the disastrous flood of 1916. Up through Marion and Old Fort, passed Andrew's Geyser and over Swannanoa Gap and along the beautiful Swannanoa Valley with its religious and recreational centers of Ridgecrest, Montreat and Blue Ridge, taking a day to motor to the top of Mount Mitchell, the highest elevation East of the Rocky Mountains, and on into Asheville. While Asheville is selected as the western terminus of this tour, it is unthinkable that any motorist would not avail himself of the opportunity to take several of the many motor trips of which Asheville is the center. Down the French Broad to Marshall and Hot Springs, through Pisgah Natural Forest and to the summit of Mount Pisgah itself, up the French Broad to Brevard, the Sapphire country, Caesar's Head and Highlands, and westward to Waynesville, past Balsam, the highest railroad station east of the Mississippi, and on to Bryson City. These are only a few of the wonderful trips that can be taken from Asheville.

At Asheville we turn eastward along Route 20 through Hickory Nut Gap, Bat Cave and Chimney Rock, down the fertile valley of Broad River to Rutherfordton and Shelby. Next come in sight the peaks of King's Mountain on whose summit was fought one of the decisive battles of the Revolution. We are now in the heart of the cotton mill section which centers around Gastonia, the manufacturing marvel where mills spring up like magic and which may be truly said to dominate the fine yarn market of the United States. From there to Charlotte is an almost unbroken stretch of cotton mills each with its village of attractive cottages, schools and churches. At Charlotte, treading on Winston-Salem's heels for the honor of the state's largest city, we are in the midst of Revolutionary landmarks, the Hornet's Nest of Cornwallis, the home of the Mecklenburg Declaration of Independence, ante-dating the Philadelphia document by more than a year, the hydro-electric center of the South with important manufacturing interests and a tremendous jobbing and distributing business. Concord comes next with its shady streets and many mills and further on is Kannapolis, which furnishes towels and bath mats to half the Nation. Salisbury is soon reached and passing Spencer and its huge railroad shops we cross the Yadkin. Lexington next claims our attention and Thomasville, the chair town, providing seats for the mighty and lowly as well. Just beyond is High Point with its silk and hosiery mills and hundred furniture factories, and then comes Greensboro, completing the Western loop of our tour.

From Greensboro we go directly south to Asheboro through the sand hills of Montgomery and Moore



Our late President, Warren G. Harding was an enthusiastic motorist. The above is the occasion on which President Harding delivered an address at the dedication of the Milestone established in Washington from which all highways are measured.

counties where land which was considered worthless a few years ago is now eagerly purchased at $300 to $500 an acre, where peach orchards stretch for mile after mile, whose blossoms every year attract lovers of the beautiful from hundreds of miles away. Next comes Pinehurst with its wonderful climate, probably the greatest Golf center in this country, where during the season private cars are parked like automobiles. At Aberdeen we turn northward through Southern Pines, Sanford and Cary, traversing fields of cotton and reach Raleigh, our starting point.

This tour as outlined covers approximately seven hundred miles and can be taken with comfort in a week, although a greater time should be allotted to it. Being shaped roughly like a figure eight with Raleigh and Asheville at its eastern and western extremeties and Greensboro at its center, it permits of many variations of order in which one may go, and if there is not time for the whole circuit either loop may be taken independently, leaving the other for a more convenient season. One particular advantage is the facility with which some part of this tour can be reached from every section of the surrounding states. From the North it is approached from Richmond by Oxford and Henderson, from Danville by Reidsville and from Roanoke by Leaksville and Madison. From the West by Hot Springs and Marshal and from the South there is a wide choice, from Spartanburg and Greenville, converging at Hendersonville and by Blacksburg to Charlotte and further east by Rockingham to the Pinehurst section. A great many tourists bound for Florida resorts from the North cross the state in the most direct way and see only that part of it on the bee line. With proper advertising a large part of them could be induced to take all or a part of this tour en route to or from Florida. An ideal way for the Northern tourist to combine the Carolina Tour with his trip to Florida would be to tap it at Raleigh or Durham going west to Winston-Salem, Blowing Rock and Asheville and back to Charlotte, then continuing South. Returning northward, he could take it at Charlotte and finish the eastern half by Greensboro, Pinehurst and Raleigh, going on to Oxford and Richmond. Thus two or three days more en route each way would enable him to see much of the best our State has to offer. Another great advantage is that this tour would be served by the best Hotels in the State, a factor of utmost importance. The tourist is assured of a good modern hotel at the end of each day's run.

If the tour above outlined could be attractively and properly described in a booklet with maps, photographs, mileage tables, road directions, and lists of accredited hotels and garages, and this booklet given a wide circulation throughout the country, being furnished for free distribution to prominent hotels, tourists' agencies, railroad ticket offices, and the like, the result would be the stimulation of interest in our state to a degree which it is difficult to estimate. Such methods have been used for many years by New England and other parts of the country with great success and the present popularity of New England resorts is in no small degree due to the widespread publicity given them by the Ideal Tour originally organized by a few far-seeing hotel men and so cleverly and persistently advertised that today it is well known throughout the world.

The Carolina Motor Club has the opportunity of placing the Carolina Tour on the map alongside the Ideal Tour. We have the climate, the scenery, the roads, the hotels, and the objects of interest to make this the equal of any tour in America and can challenge comparison, mile for mile, day for day, and dollar for dollar with the Ideal Tour or any other tour in the country. Shall we neglect this opportunity and continue our present methods of advertising in a small and unrelated way, isolated sections and objects, or shall we combine in exploiting this comprehensive unit thereby bringing benefits to the whole State? It is up to us.

AUTOMOBILE INSURANCE REDUCED --- BUT JUST A STARTER ---

RESULTS OF EFFORTS OF THE CAROLINA MOTOR CLUB

As a result of the adoption of the Certificate of Title, or Auto-Theft act by the last session of North Carolina Legislature, which bill was fathered by the Carolina Motor Club, a reduction in theft insurance is made effective October 1st, 1923.

This reduction becomes effective by the following resolution adopted by the Southern Automobile Underwriters Conference.

RESOLVED: That from and after the date when the statutes for Certificate of Title for Automobiles, enacted in 1923 in the States of North Carolina and Florida, become effective a reduction of ten per cent from the final theft rate on automobiles in effect in such states at that date be allowed on all policies issued thereafter.

It is further resolved: That in any other States under the jurisdiction of this Conference where Automobile Certificate of Title Law approved by this Conference is adopted, a similar reduction will be made from the date that such law may become effective in any such States.

Agents advise that a ten per cent reduction is only by way of a starter, that if we can get a sufficient execution of the law, and other states can come in the additional reduction will be considerably larger.

This is one piece of work the club was successful with at the Legislature. The important piece we failed with was the bill requiring lights on all vehicles on the highways. This was killed by politicians afraid of their office; afraid of the rural vote back home. They did not realize they were voting to put the lives of all their rural voters in danger by not requiring lights on all vehicles. Read the papers, see the accidents from the cause, and ask yourself if we will have any serious trouble from thinking men at the next session.

What the A. A. A. Means to Club Members

Written especially for Carolina Motorist

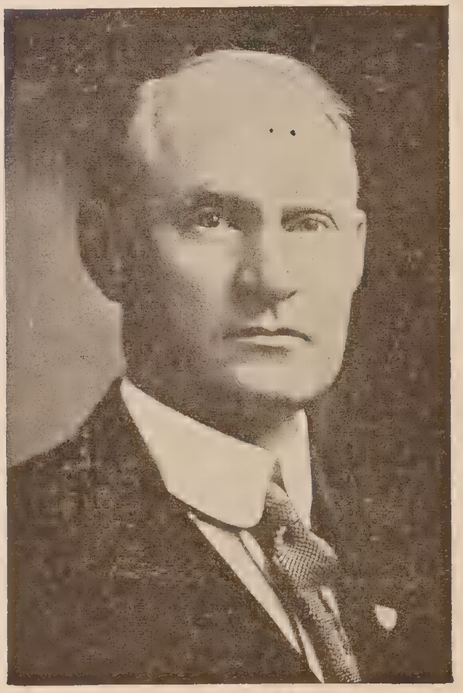
By M. O. Eldridge, Executive Chairman American Automobile Association

"IN UNION there is strength", is a phrase so familiar that it is unnecessary to restate it here, other than to emphasize the fact that there is the same need for automobile clubs to be bound together in one National body as there is for individual clubs.

Proof of the value of the American Automobile Association to its member-club may be found in the record of legislation by Congress in behalf of Federal Aid in road building for the several states. The American Automobile Association began the fight for Federal Aid shortly after its organization. This fight resulted in the appropriation of $500,000 for the nation. Continued efforts on the part of the American Automobile Association resulted in the further appropriations of $200,000,000 for a three-year period by Congress in 1919.

National Highway System

Out of the fight for the adoption of the National highway system to be built and maintained by the Government, begun in 1919 by the American Automobile Association, came the compromise Federal Aid measure of 1921 by which additional appropriations were made for Federal Aid and the adoption of the seven per cent system of which three-sevenths of the system in each State is designated as the primary or interstate highways. Under this plan the National highway system advocated by the American Automobile Association is being gradually realized. The total appropriations of Federal Aid to the States authorized to date amounts to $540,000,000.



MR. M. O. ELDRIDGE
Executive Chairman A. A. A.

Forest and National Park Roads

The American Automobile Association has appreciated the importance of the construction of highways in the National parks and National forest reserves as well as the construction of National highways through the states where a large part of the acreage is owned by the Federal Government. Largely through the activities of the A. A. A. there has been appropriated $47,000,000 in addition to the Federal Aid to the States for the construction at the entire expense of the Federal Government, of highways through the National forests and in the National Parks.

Other National Activities

Working for Federal Aid has been only a part of the service which the American Automobile Association has given its member-clubs and automobile owners of the United States in general. Since its organization, the A.A.A. has been fighting for uniform traffic regulations and traffic signals, the protection of the motorists from unfair and discriminatory taxation, the standardization of automobile parts and products, the elimination of unsightly and dangerous advertising signs along the roadside, and numerous other measures of peculiar benefit to the automobile owner. Through the work of the contest board of the A.A.A., the Nationally recognized authority, automobile racing throughout the United States has been continued on a high sportsmanlike plane, as every officially sanctioned race or contest is governed by well planned rules which insures clean sport.

Service to Affiliated Clubs

Aside from the work which the A.A.A. has been doing Nationally since 1902 for the automobile owners of the United States through its Legislative, Good Roads and Contest Boards, the Association has been developing a very definite personal service for each of its affiliated clubs and their members. The National touring bureau co-operating with its clubs bureaus today is the best equipped organization to give motorists accurate touring information and maps to practically any point in the United States and Canada. Regular reports are received from the affiliated clubs, State highway departments and other sources of information regarding road conditions, construction, detours, hotels, camping accommodations and other information required by the motor tourist. The A.A.A. publishes more than eighty general, State and sectional maps in addition to a large number of strip maps covering the principal through highways in minute details. These maps are being constantly brought up to date. The official hotel and camp site guides for 1923 are now in their second edition.

Encouraging Emergency Service

The A.A.A. is encouraging the establishment of emergency road service with its various affiliated clubs with the ultimate object in view of making it possible for every A.A.A. member to be within reach of this free service on any of the main traveled highways in the United States. Twenty-four hour service is maintained for A.A.A. members in Washington and New York by the District of Columbia and Metropolitan Divisions. Practically every large club now maintains this service which is accessible to A.A.A members as well as the members of the local club.

Need for A.A.A. Greater Than Ever Before

A survey of the situation, Nationally, will give concrete evidence of a greater need today for the American Automobile Association than ever before in the history of the development of the motor vehicle. The movement for uniform traffic and headlight regulation is just under way. The A.A.A. with its headquarters in Washington is needed not only to actively fight for further Federal Aid and other approved National legislation, but is also needed to be constantly on guard against the passage of legislation inimical to the interests of the motorists. The successful fight wages by the A.A.A. against Federal registration gasoline taxation is an example of what can be accomplished.

With reference to the work which is being done for uniform headlight regulation, the A.A.A. in co-operation with the U. S. Bureau of Standards, Society of Automotive Engineers and the Motor Vehicle Administrators has secured the adoption of uniform regulations and approved head lamp devices in eleven States. This is being rapidly spread to other States. The process of securing the adoption of uniform traffic regulations is a slow one as the minds of the legislators of forty-eight States must be brought into accord. Progress, however, is being made along these lines and under the direction of Maj. Roy Britton of St. Louis, Chairman of the Legislative Board and his associates a very definite campaign will be made.

Taxation Question Serious

The question of taxation by the States is of so serious a nature that the combined judgment of the best minds in all of the affiliated clubs is necessary to bring order and fair treatment to all motorists out of the wide variance of forms of taxation now imposed on the automobile owner. Committees representing the various affiliated clubs are now at work for the development of a program on which all of the clubs can stand in a united effort to bring about a uniformity of taxation which will represent a fair equalization of the tax burden.

Co-Operation With Highway Departments

During the past twelve months there have been changes either complete or partial in the personnel of the management of eighteen State Highway Departments. This is an appalling turnover and has upset the plans for the expenditure of many millions of dollars for State highway construction and maintenance. We believe that these changes are the result of dissatisfaction on the part of the tax payers with the expenditure of road funds due almost entirely to the lack of information as to what their State Highway Department is planning to do. Concerted action on the part of all of the clubs and State associations affiliated with the A.A.A. in co-operating more closely with the State highway departments in getting full and complete information regarding the plans of the various State highway departments will materially lessen the frequency of changes in highway management.

The activities enumerated are only a few of the things to be done, which can only be accomplished through the close co-operation of the leading automobile clubs of the country working through their National body.

A.A.A. Democratic Organization

The American Automobile Association is a highly Democratic organization. The delegates to the National convention and directors of the Association are elected by the affiliated clubs. The same is true of the Executive Board which is the governing body of the Association. The active officials are selected by the Executive Board. All questions of policy are referred to the Executive Board which holds frequent meetings for the purpose of keeping in direct touch with the work of the Association. Reports of activities and finance are made in detail to the board. All clubs and associations applying for affiliation must be elected by the Executive Board.

The American Automobile Association has made greater progress in the past twelve months than during any similar period of its history. It is today in better position to serve its affiliated clubs. Under the direction of its new president, Thomas P. Henry, of Detroit, plans are under way for even greater service to its 320,000 members affiliated with 300 clubs throughout the United States. "Service" is the watchword of the A.A.A. and the co-operation of every member of the National body in the way of active assistance or suggestion is earnestly solicited, to the end that maximum returns may be had from their affiliation in the great family of motorists.

Turn to page thirteen and read.

HOW DIFFERENT NOISES WARN OF AILING ENGINE

Even experienced motorists find it hard sometimes to locate various engine troubles. This chart will help you do it. It is a compilation of all kinds of sounds emenating from beneath the hood and cause of each. Keep this handy. It will shorten many a search for the source of some dangerous knock or pounding.

SOUND	TROUBLE
Hissing	Cylinder release cock open, walls scoring; head gasket loose: spark plug loose or broken.
Hissing or whistling	Air leak in manifold joints.
Hissing, back firing	Valve stems bent.
Knocking	Spark too far advanced; lower crankcase bolts loose.
Knock at high speed	Worn piston.
Knock when spark is advanced	Carbon in combustion chamber.
Short, metallic knock	Cylinder block loose.
Knock from overheating	Water jackets clogged.
Dull, metallic knock	Worn, or loose piston pins
Sharp knock . . .	Loose connecting rod; tapppet out of adjustment.
Heavy metallic knock	Looseness, or end play in main bearings
Dull knock	Loose camshaft bearings.
Clicking	Fan blades striking obstacle; broken fan hub bearings; valves loose or cracked; valve stems worn; timing gears loose or teeth worn.
Dull pound . . .	Loose flyweel; loose crankcase; overheated cooling system, due to radiator leak, etc.
Grinding, squeaking	Oil level too low; pump obstructed.
Squeaking	Magneto or distributing bearings dry.
Blowing sound . .	Oil leaking through crankcase gaskets.
Back firing . . .	Broken or weak valve springs.
Misfiring	Spark plug gap too small.

Carolina Motor Club Emblem Travels Around the World On a Ford

Robert R. Reynolds, an Asheville Member, Will Write of World Trip for Motorist.

ROBERT R. REYNOLDS of Asheville, is a strong supporter of the Carolina Motor Club. He is one of the early members. His car is the first with a Carolina Motor Club emblem making a world trip. From time to time Mr. Reynolds will send the Carolina Motorist stories of his travels in the foreign lands; stories of seeing the World by Automobile.

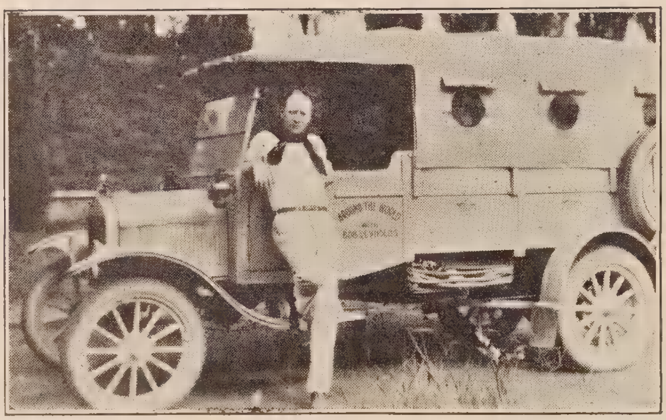
The Washington Herald of August 12th gives full account of Boy Reynolds' trip around the world. It has the following to say:

"Around the World in an Automobile" will be the merry tune piped by Bob Reynolds, of Asheville, N. C., former Washingtonian, as he flivvers up the main street of Casabalanca, Morocco, or Hongkong, China.

For Bob leaves Washington Tuesday on an 18,000-mile automobile tour around the world.

Mr. Reynolds, globe trotter, who in 1907 was a reporter on The Washington Times, is now a lawyer in Asheivlle, N. C. He is a candidate for lieutenant governor of his State, but isn't letting a little thing like that interfere with his plans for a world junket.

Mr. Reynolds arrived in Washington yesterday in company with Wheeler W. Jennings, photographer, who will accompany him on the tour. They are now busy arranging for passports from the State Department and for tolls which will be levied on their car by foreign powers.



Robert R. Reynolds Who Is Making a Trip Around the World

The globe trotters will drive a special transmission Ford car, painted battleship gray, with khaki waterproof canopy top of prairie schooner type, with three port holes, covered by brass screening, on each side.

Beneath the canopy is a full size bed, under which is stowed a two burner camp gasoline stove, folding table and cooking utensils.

On each side there are three compartments holding clothing, bedding, equipment and typewriter.

The car carries two blocks and tackles, two extra tires, and on the end-gate, are hatchet, spade and pick, bolted down to prevent theft.

The car has a thirty-five-gallon auxiliary gasoline tank in the rear.

Mr. Reynolds says the car will average twenty-five miles an hour and make ten miles on a gallon of gasoline.

From Washington the two Carolinians will go to Montreal, Canada, where they will board a Canadian and Pacific steamer for Havre, France.

After the car has been reassembled in the French port the voyagers will motor to Paris for a several days visit. From the French capital they will proceed north to Brussels and thence into Holland.

Troubles in the Ruhr and the falling German mark will not deter Reynolds from a swing into Germany. Cologne will be his first destination, and from there he will motor up the Rhine to Heidelberg.

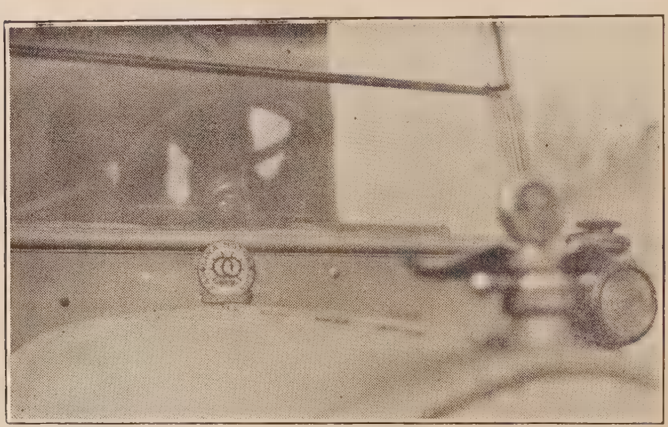
The American flivver will have an opportunity to show its scorn of the Swiss Alps when the tourists swing into the Helvetian republic for visits at Berne, Geneva and Lucerne.

After crossing the Alps the travelers will proceed to Genoa, Italy and around the Mediterranean coast by way of Nice and Monte Carlo.

Madrid, Spain will be the next stop after the Pyrenees have been crossed. From there the party will go to Lisbon, capital of Portugal, and thence across the Straits of Gibraltar to Casabalanca in Morocco.

The African journey will take the Americans over the frontiers of Algiers, Tunis, Tripoli and Egypt.

The Suez Canal will be crossed and the Ford will be headed through Syria, Arabia and Persia into the wilds of Afghanistan.



Them C. M. C. Emblem Which Will Visit Foreign Lands

India, Nepal and China will be the next countries to be visited. At Hongkong the flivver—or what is left of it—will be crated for the long Pacific voyage to Vancouver.

From Vancouver the two men will motor to Seattle, San Francisco and Los Angeles, and thence by the southern route across the United States ,to be back in, Washington and Asheville by next March.

Eleven foreign countries will exact toll of Mr. Reynolds in duties on his automobile. The duty will be paid in Washington, for which he will receive passes entitling him to pass over the boundaries of the alien lands.

Mr. Reynolds plans to conduct his political campaign by long distance methods during the tour. Every one of his constituents will receive a letter from him during the tour.

On his return Mr. Reynolds plans to write a book entitled "Around the World in an Automobile."

CAROLINA MOTORIST

Published Monthly by

Headquarters, Greensboro, N. C.
One dollar per year. Ten cents the Copy. Membership in Club includes subscription.

THE CAROLINA MOTOR CLUB is a business organization devoting its entire resources to the bettering of conditions for motorists in the Carolinas. A members' club, not carried on for profit.

OFFICERS

C. C. Armstrong, Gastonia, N. C. .... President
J. E. Sirrine, Greenville, S. C. .... 1st Vice-President
H. W. Plummer, Asheville, N. C. .... 2nd Vice-President
John L. Dabbs, Charlotte, N. C. .... 3rd Vice-President
Baxter Durham, Raleigh, N. C. .... 4th Vice-President
C. W. Roberts, Greensboro, N. C. .... Active Vice-President
Waldo Porter, Greensboro, N. C. .... Treasurer

Vol. 1 August-September, 1923 No. 6

WHAT OF THE DEALER

There are Automobile Dealers, and there are would-be automobile dealers, and then there are have-been automobile dealers.

The real Automobile Dealer, the Automobile Merchant—has not only cars for sale, but dependable service; he is the dealer who is getting ahead today, and here to stay. He has a desire to see that his customers get satisfaction with their cars after he makes the sale. His sale is never closed, he endeavors to keep the owner sold. He believes in a high business standard and instructs his employees accordingly. He demands courtesy by his men. He requires a job FIXED, f-i-x-e-d, before delivery to owner and collecting for it, and to be sure he requires inspection of the work before delivery.

Some people think they are Automobile Merchants, but they are far from it. A building, a display room, some cars and a would-be mechanic, does not make an automobile dealer an automobile merchant. A man with dirty overalls on does not make a mechanic.

The most discouraging thing about owning an automobile of many makes, is the inability to get dependable service from the dealer selling the car. The dealer may have good intentions but he employs cheap mechanics who should be shoeing horses rather than trying to adjust motor cars. The sooner all Automobile Manufacturers realize this the better it will be for them. It would be far better to have no dealer at all, until a first-class merchant can be had, than to have a would be dealer, whose business ethics are not what they should be; and whose only purpose in the game is to get all they can out of it, and let the purchaser of their cars suffer.

There are many have-been automobile dealers, who have reached that stage where they think they know it all, that they handle the ONLY car worth owning, that they shall dictate what car owner shall do and shall not do for their protection. The Carolina Motor Club or any other motor club should not be directed by dealers, if it is to be an owners organization and work for their benefit, yet a number of dealers take the responsibility on themselves to organize a local club of their own. Well, it will all come out in the wash. The Dealer has his organization, and now in the Carolinas the owner has his, in spite of the efforts, the strong efforts, of some strong dealers.

Turn to page thirteen and read.

THE STOP LAW MUST BE CHANGED

Insurance companies and railroads are hereby notified that this organization will take active steps to have the Stop Law as it now stands, materially changed at the next session of our legislature. The law as enacted is unfair and unreasonable, and serves only as a protection against loss by Railroads and Insurance Companies. We admit it goes a long ways in preventing accidents, too, but not enough to offset the inconveniences which is caused the motoring public. The motor car owner does all the stopping, takes all the risk, gets all the hits, and, according to the law, is always to blame. There are many crossings at which thousands of cars pass daily to one or two trains. There are some crossing over which trains do not pass for weeks or days. A legislative committee of the Carolina Motor Club will present the motorist side of this question at the next session. In the meantime information as to arrests of persons who fail to stop at the unused crossings is solicited. Suggestions for amendments to the law will be appreciated.

LAW SHOULD REQUIRE VEHICLES TO BE INSURED.

At the last session some members of the legislature accused the Motor Club of working hand in hand with insurance companies. Nothing could have been more untrue. In fact, a great many insurance companies seem to think the Carolina Motor Club is going to in some way interfere with their business. As a matter of fact we are helping the insurance companies as well as the motor car owners.

Regardless of what is said about us, we believe there should be a law requiring liability and property damage insurance on every automobile and truck before license is issued for its operation. This must come, the sooner the better. Both white and colored men and women who have been the cause of many serious accidents have not been worth twenty-five dollars with which to pay personal or property damages. Recently a number of accidents have been reported to us, accidents caused by the carelessness, free-go-lucky driving of persons who do not have insurance on the cars which they are driving. More will be said on this subject later.

ABOLISH THE FEE SYSTEM

By C. W. Roberts

"Give me a routing to avoid being arrested by mail after I get home." This is a request quite often made of the Carolina Motor Club Headquarters. Men from the East, and from our very own state want to be routed to avoid those towns, counties and cities where men hide themselves behind sign boards, at sharp curves and at railroad crossings to catch motorists.

As plainly expressed by one of our members in discussing this practice, this business has become a "damnable nuisance".

Incidentially, activities of rural constables and small town officers are hurting their communities and destroying trading possibilities of their merchants. This organization openly admits that it promptly and fully advises its members of the existence of places where these petty methods are being practiced, and in every instance the traveller avoids the places where it is at all possible. He doesn't avoid the communities because he expects to intentionally violate the traffic laws. He probably never has violated a traffic law or been accused of doing so; but he is aware of the practice of rural constables and small town police officers of getting the car number and then in a few days writing the owner that he has violated the traffic laws and that he can either plead guilty and forward check for $10.90 to cover fine and cost, or failing to do this, a warrant will be sent to his sheriff which will require him to appear in person for trial. The constable, police chief, justice of the peace, know that the owner in most cases had rather send the check than to plead not guilty which would take considerable time and expense.

What's fair about this method? Nothing at all but a scheme to furnish a means of pouring a regular stream of gold into the pockets of many constables and others.

It is admitted that car owners exceed the 30-mile speed limit. I dare say that there isn't a member of the Highway Commission, a police official, a judge, an attorney, a mayor, a constable, or any one who owns a car that does not or has not exceeded the State speed limit of 30 miles an hour. If this be true, and I don't believe it will be denied, then when the State licenses are issued the State might at the same time provide a standard fine for exceeding the speed limit.

Why not treat all alike. Why is it that motor bus lines can maintain a regular schedule between practically all communities in the State, and they travel from 35 to 55 miles an hour to do this? Why do the constables never see them? There must be a reason.

How do constables get the numbers of the cars? Get on the road, ask anyone to come by exceeding 32 miles an hour and see if you can read their license number from a distance. You can if you hide on a curve, at a railroad crossing or in a rural community.

Why pick off only 40 or 50 a day; why not take every car owner. They are all guilty alike at some time or other, maybe only for one-eighth of a mile, but then they are guilty.

When the laws were passed it was expected that reasonable men capable of using good judgment would be employed to carry out the law. Few of them know the meaning of the word judgment.

What becomes of the monies collected on the road by rural constables? We would like to see an accounting of these monies.

Is it the purpose of law to entice persons to violate the law so as to later catch them?—or is it the purpose of the law to use methods to prevent violations? Our present methods of enforcing traffic laws in rural sections is not a method that tends to prevent violations.

The remedy is abolishment of the fee system and establishment of a uniform police patrol on all roads; arrest and forfeit of license to drive for reckless, careless and incompetent driving; a minimum speed limit of 20 miles on our heavy travelled roads with no maximum, except as good judgment dictates, and failure to exhibit good judgment, to be cause to take away driver's license.

If we are to encourage travelers to come to this section of the South we must be courteous and help rather than take advantage of their appearance and fine them. This also applies to our own people who are paying for the highways and have a right to use them.

Reckless driving, careless driving must be stopped; incompetent drivers must be refused license. The roads must be patrolled by uniformed men and the fee system abolished.

Advertising in the Carolina Motorist reaches the very best class of people who own motor cars and trucks.

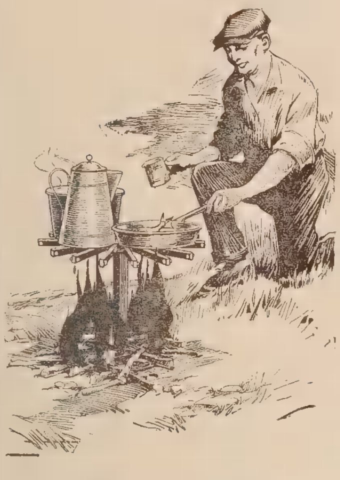
Membership in Carolina Motor Club is the best investment a motor car owner can make.

Turn to page thirteen and read.

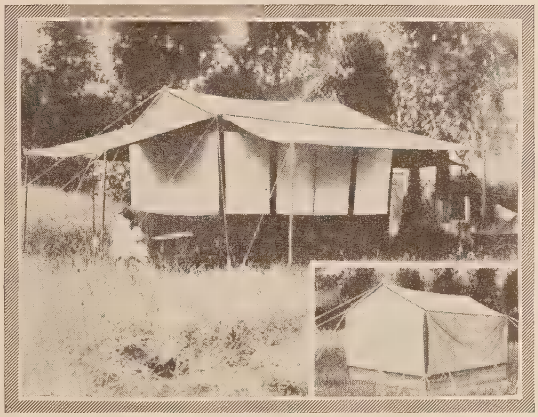
OFFICIAL C. M. C. HOTELS
AND INFORMATION STATIONS

Albemarle	Central Hotel
Blowing Rock	Mayview Manor
Charlotte	Selwyn Hotel
Chimney Rock	Mountain View Inn
Franklin	Frank T. Smith, Druggist
Goldsboro	Kennon Hotel
Henderson	Vance Hotel
Hickory	Hotel Huffrey
Kinston	Hotel Tull
Morganton	The Caldwell
Oxford	Exchange Hotel
Raleigh	Yarborough Hotel
Raleigh	Bland Hotel
Spartanburg	Cleveland Hotel
Lake Junaluska	The Southern Assembly
Linville	Eseeola Inn
Madison	Blue Ridge Hotel
Morehead City	Woodland Hotel
Shelby	Cleveland Springs Hotel
Southern Pines	Southern Pines Chamber of Commerce
Washington	Hotel Louise
Waynesville	Alexander Drug Store
Rutherfordton	Iso-Thermal Hotel
Greensboro	O'Henry Hotel
Wilson	Cherry Hotel
Wilson	Serve-All Filling Station
Winston-Salem	Robert E. Lee Hotel
Durham	Malbourne Hotel
Greenville	Pitt County Chamber of Commerce
Greensboro	Chamber of Commerce
Asheville	Battery Park Hotel
Danville	Leeland Hotel

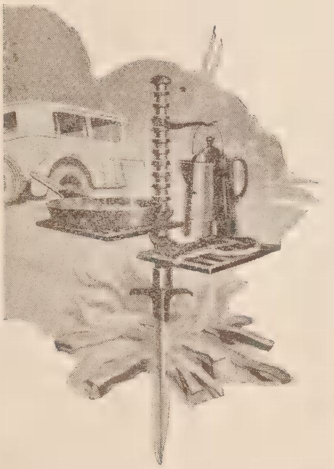
Some Convenient Aids for the Automobile Camper



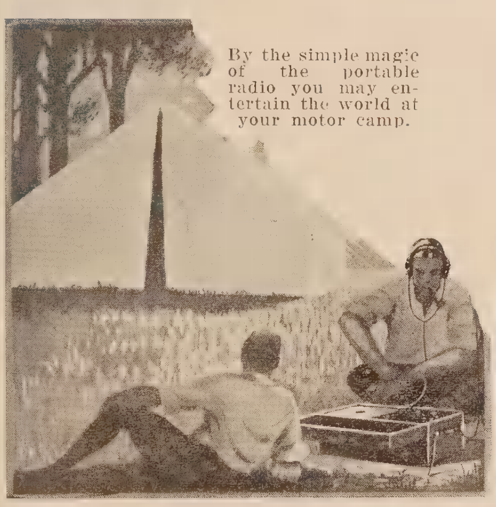
Drive the central post into the ground, place the adjustable arms where you want them, and cook your camp meal.



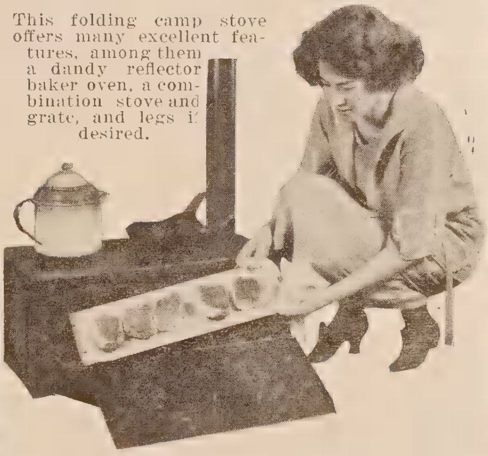
The canvas portable cottage is becoming very popular with campers, affording excellent protection from weather and insects and making a first-class shelter for more or less permanent camps. The upper view shows the cottage with upper part of side walls and ends extended to form shaded porches all about the camp, lower view shows the camp closed.



The horizontal arms, or top, of this simple camp stove, fold down, when packed, just like an umbrella, and it is indeed a handy affair to carry.

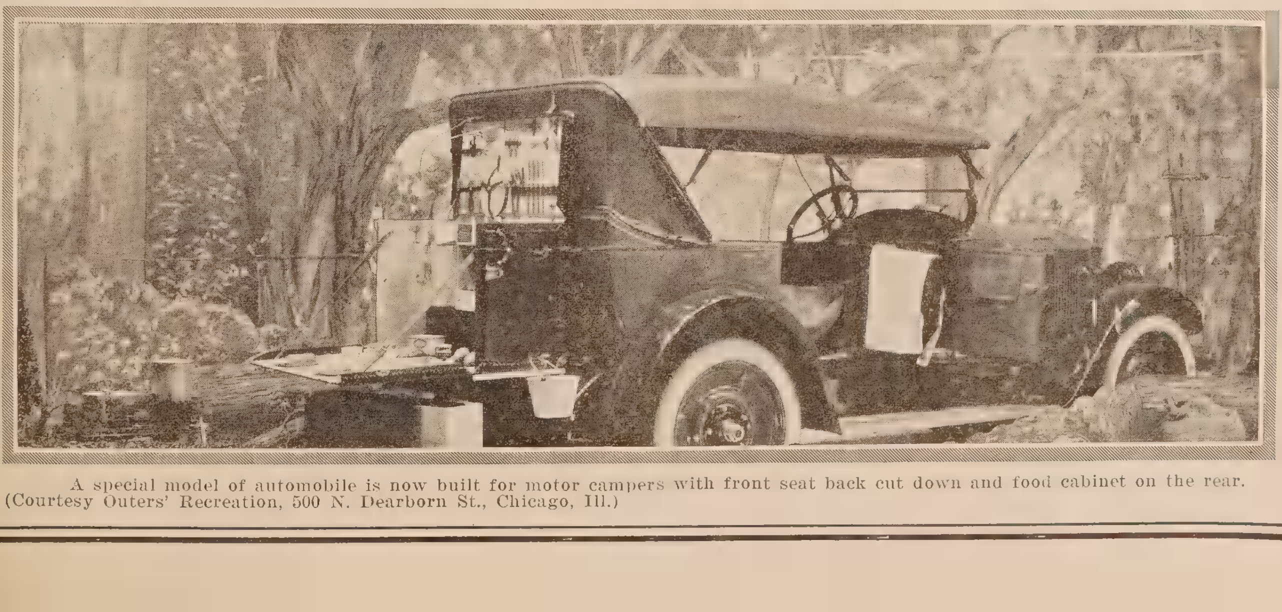


By the simple magic of the portable radio you may entertain the world at your motor camp.



This folding camp stove offers many excellent features, among them a dandy reflector baker oven, a combination stove and grate, and legs if desired.

This very handy little car oiler keeps the birdies out of your car springs.



A special model of automobile is now built for motor campers with front seat back cut down and food cabinet on the rear. (Courtesy Outers' Recreation, 500 N. Dearborn St., Chicago, Ill.)

CERTIFICATE OF TITLE REQUIRED AFTER OCTOBER FIRST

The Process of Registration of Title --- Club Responsible for Reduced Insurance Rates

By Joe. E. Sawyer, Manager Automobile Department, Department of State.

THE Anti-Theft Act becomes a law October first, 1923. Joe E. Sawyer, Manager of the Automobile Department of the Department of State was asked by the Carolina Motor Club what the machinery was for handling this registration, and just what the law provided for. He is quoted as follows:

"An application blank will be mailed to every automobile owner of record. The registration law does not apply to trucks.

"The 'high spot' questions on this blank are as follows: Name, address and occupation of the owner,—from whom, how, when and where he secured his automobile,—whether by purchase, gift, devise, etc.,—how much he owes on it and to whom, together with the nature of encumbrance,—the name of the car, approximate date of manufacture,—motor number,—serial number,—whether or not motor number has been altered, obliterated or removed, and if so why,—style of body of vehicle and anything else tending to make a permanent description of both the owner and the vehicle.

"Upon receipt of this information, duly sworn to, together with the registration fee of fifty cents and a seal tax of $1.00, the application will be filed and recorded in the office, and after being checked against the records of the office, together with the theft records which are now being arranged, certificate of title will be issued. This certificate is effective for the life of the car, so long as the car stays in the possession of the registered owner. In case of sale, the title is transferred or assigned over to the purchaser, who files it in this office with a new application for title, to be made out in his name. The original certificate is then cancelled, the new certificate issued, and all records will be kept together, in order to furnish at any time a chain of title to the particular vehicle.

"The process to the owner himself is simple, provided he is careful that all information given on his application is correct, and provided further, of course, that there is no suspicion as to his having in his possession a stolen car. If the application throws suspicion toward the particular car, the law is broad enough to allow us to take possession of the car pending settlement of ownership.

"The process so far as this office is concerned, promises an enormous task. The necessary checking, indexing, and other work incident to the keeping of proper records, will constitute an almost endless job. In fact, if you have ever observed a cart-load of monkeys having fits you can form some idea of about how busy we expect to be for the next six months. The registration system calls for the printing of blanks by the quarter-million, half-million and million."

As a result of this law, which was fostered by the Carolina Motor Club, the Southern Underwriters Association has already agreed to make a reduction of 10% in automobile theft insurance rates, and they further state that this is just a starter, and that further reductions can be anticipated.

MEMBERS THE MOTORIST ORGANIZATION

W. H. Evans, Assistant Manager

W. H. Evans has been appointed Assistant Manager of the Carolina Motor Club, with headquarters at Greensboro. Mr. Evans has had considerable training and experience in public organization work, having been formerly engaged in the Chamber of Commerce work. He comes to the Carolina Motor Club very highly recommended.

Mrs. C. W. Roberts, Manager Touring Bureau

Mrs. C. W. Roberts has been appointed Manager of the Touring Bureau of the Carolina Motor Club. This bureau during the month of July answered over 900 requests for information. Requests for routing came from every part of the Carolinas for routing, not only in the Carolinas but in distant states. Requests came from many other states from parties who desired to motor in the Carolinas. Information as to roads, points of interest, about hotels, cafes, garages, and resorts is furnished daily to those making inquiries. This Bureau is one of the most active of the club, and in addition to being of real service to the members, it is largely responsible for many motoring parties now coming to see the Carolinas by motor.

Miss Alese Milliken, Office Manager

Miss Milliken has been with the Carolina Motor Club since its birth. She has been appointed to this position because of her untiring efforts in behalf of the Club. Only those who make personal visits to the Club can appreciate how much detail work is necessary to carry on the correspondence, handle the files, keeping the various records straight, etc.

Miss Dorothy Stack, Stenographer

Miss Stack is the latest member of the staff, but like all others connected with headquarters office, she is willing and anxious to at all times render every service possible to members of this organization.

Turn to page thirteen and read.

WHAT THEY SAY OF THE CAROLINA MOTOR CLUB

Carolina Motor Club:

The services rendered me on June 30th were satisfactory and I want to express my satisfaction as a member of the Carolina Motor Club, Inc.

Mrs. Pearl H. Allen, Greensboro.

Carolina Motor Club: June 30, 1923.

I have had to use emergency service of the club four times; it has been very satisfactory to me, and I am well pleased with it. I have spoken favorably of the club to several of my friends.

W. C. Riddick, Dean of Engineering,
N. C. State College, Raleigh, N. C.

Carolina Motor Club: July 26, 1923.

I think the Carolina Motor Club is a good thing from every viewpoint. It is cheap to the car owner, yet offers him insurance on his car, maps, free service, etc. Although it is not a compulsory necessity, I will say that it is an optional necessity.

D. V. Dixon, Kinston, N. C.

Carolina Motor Club: Aug. 14, 1923.

"I want to congratulate you on the prompt and thorough manner in which my requests were complied with."

F. W. Dick, President, Peoples Savings Bank,
Wilmington, N. C.

Carolina Motor Club: Aug. 13, 1923.

I want to congratulate you on the good work you are doing.

Detroit Motor Club.

Carolina Motor Club: Aug. 12, 1923.

The route you furnished me on my trip to Pennsylvania was very satisfactory.

W. P. T. Mills, Mott Southern Co.,
Charlotte, N. C.

Carolina Motor Club: Aug. 2, 1923.

We appreciate the good work that you are doing for motorists and stand ready to co-operate in any way possible.

R. W. Rigsby, City Manager,
Durham, N. C.

Carolina Motor Club; July 23, 1923.

I have had to call your Official Garage, Midway once and C. P. K. once, and they both responded promptly and most satisfactory.

W. E. Walker, Burlington, N. C.

Carolina Motor Club: July 14, 1923.

Thank you for the information about our trip to Blowing Rock. The prompt attention and personal touch of your Touring Bureau is going a long ways to make the Club a real success.

Henry C. Bridges, Tarboro, N. C.

Carolina Motor Club: July 6, 1923.

I wish to advise the speeding charge against me in.............. has been settled and I wish to thank you for your co-operation in this matter. I have endorsed your organization before the Charlotte Automotive Association.

C. M. Byers, Branch Manager,
Standard Oil Co., Charlotte, N. C.

Carolina Motor Club:

The Ideal Motor & Equipment Company of Winston gave me quick and efficient service on my car on Sunday afternoon. My carburetor and gas line gave me trouble at that time and this company came to my assistance and after some work finally got me to their garage.

W. Der Scott, Graham, N. C.

Carolina Motor Club: Aug. 2, 1923.

The special report requested in our telegram of July 31st came in time for its purpose. We thank you for the attention given.

Pitt County Chamber of Commerce.

Carolina Motor Club: June 30, 1923.

This is the second time I have had trouble on the road but each time the Carolina Motor Club has delivered the service promptly. I think the service rendered by the club is splendid and the membership in such a club I consider a privilege to belong.

Gonville de Ovies.

Carolina Motor Club: July 27, 1923.

The emergency service was promptly and satisfactorily rendered.

P. D. Clement & Co., Greensboro, N. C.

Carolina Motor Club: June 27, 1923.

Emergency road service was rendered me by the Motor Service Company in a satisfactory manner, and I appreciate the service greatly. Hope to send you a new member soon.

H. T. Adams, Equitable Life Assurance Society,
Raleigh, N. C.

Carolina Motor Club: July 29, 1923.

Emergency service was rendered me promptly and satisfactory.

F. A. Fetter, Raleigh, N. C.

Carolina Motor Club: June 19, 1923.

Your service is so satisfactory that I want to write you about it. Since joining your club several months ago your official garages have rendered services to me that would ordinarily cost at least three times the cost of the membership. I am thoroughly satisfied with the service received through the club and gladly recommend membership to anyone who drives an automobile.

J. C. Powell, Raleigh, N. C.

Carolina Motor Club: June 22, 1922.

The emergency road service rendered my wife, Mrs. Isabelle B. Jordan, was prompt and satisfactory. We are very much pleased with the service rendered by the Carolina Motor Club.

E. H. Jordan, Raleigh, N. C.

Carolina Motor Club: Aug. 10, 1923.

The energetic, progressive manner in which the club broadcasted by radio, mail and telegraph the information regarding my stolen Cadillac is sufficient alone to justify many times the small dues of $10 per year, without giving consideration to the other eight services which are just as valuable. The offer of the reward without strings tied to it, and the prompt payment of the reward is further proof that the club has efficient management, and a sincere desire to serve its members.

Gus Ward, Greensboro, N. C.

Carolina Motor Club: July 10, 1923.

This will acknowledge receipt of check for $14.50 this day transmitted to me by you, being check signed by N. S. Allen, Justice of the Peace, Beckley, W. Va., and being a refund of fine and cost collected from me by a West Virginia officer.

The diplomatic manner in which you handled this with Virginia State authorities and the prompt results obtained, are to be highly commended.

In what other way under the sun can a car owner invest $10 to better advantage than joining the Carolina Motor Club? The time is soon coming when a car owner will no more think of driving without a membership in the Carolina Motor Club than he would attempt to drive a car without a State license. The Club has already passed through its experimental stage, if there was any, and is now a permanent Carolina Institution

John B. Leather, Greensboro, N. C.

Save Money on High Grade A1 Fresh Stock Cord Tires!

Buy McLean Cord Tires and Tubes!

Prices F.O.B. Factory as Follows:

	High Grade Cords		**High Grade Cord Tubes**	
Size	List	Net to You	List	Net to You
30x3½	$16.50	$11.95	$3.20	$2.35
32x3½	25.80	17.90	3.40	2.45
31x4	29.75	19.65	3.95	2.85
32x4	32.80	22.05	4.25	2.95
33x4	33.80	22.75	4.35	3.05
34x4	34.70	23.00	4.60	3.15
32x4½	42.40	27.30	5.30	3.55
33x4½	43.35	27.85	5.45	3.65
34x4½	44.45	28.45	5.65	3.70
35x4½	45.80	29.20	5.85	3.85
36x4½	46.75	28.45	6.10	3.95
33x5	52.80	34.50	6.55	4.40
35x5	55.45	35.90	6.90	4.70
37x5	58.35	37.90	7.35	4.80

To E. T. Anderson & Co., Box 121, Greensboro, N. C., or 424 Huntley-Stockton-Hill Bldg.

Gentlemen:

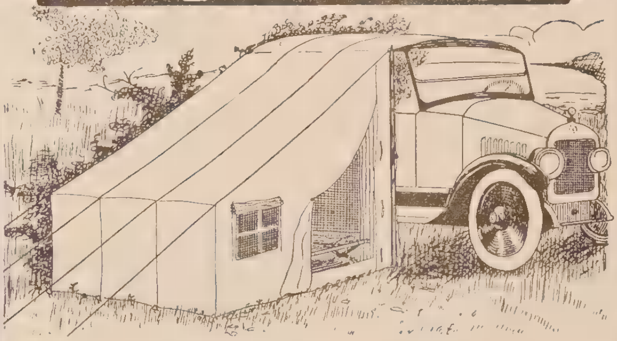
Ship to .... Date..

Address ....

Quantity Size Tire or Tube Price Each Total Price

Order must be accompanied by cash, check or money order.

THE DIZE AUTO TENT



VACATION FREEDOM

Enjoy the great out-of-doors in the ideal way. With our tent and your auto you are independent of hotels. Hundreds of camp sites in the beautiful mountains of North Carolina, with all conveniences, invite you.

The DIZE AUTO TENT is designed especially for automobile campers. Can be quickly erected if the flap is thrown over the auto. If poles are used and flap extended as an awning it makes a very roomy and comfortable camp.

It is the most Portable, Waterproof and Sanitary **OUTFIT** you can buy. Address,

DIZE TENT & AWNING CO.
WINSTON-SALEM, N. C.

Fine Catalogs and Advertising

Need Half Tones and Zinc Etchings

Let us show you how well they are now being made in Carolina

Piedmont Engraving Co.
Masten Building
Winston-Salem, North Carolina

CAROLINA MOTOR CLUB
OFFICIAL
GARAGE
AAA
CERTIFIED SERVICE

(Town, Name, Hours for Service, Phones—Day and Night, in order.)

Asheville—Weaver Motor Co.—7:30 A.M.-7 P.M.
Asheville—Cazel Auto Service Co.—12 A.M.-12 P.M.—358-358.
Aberdeen—A & M Garage—All hours.
Albemarle—Auten-Wolft Motor Co.—All Hours—126-126.
Asheboro—Highway Service Station—All Hours—142-27.
Black Creek—Aycock Auto Co.—4003.
Blowing Rock—Service Garage—All Hours.
Brevard—McCrary Motor Co.—6:30 A.M.-12 P.M.—198.
Bryson City—Sandidge Motor Co.—All Hours—82-2.
Burlington—Midway Auto Co.—7 A.M.-8 P.M.—J-812.
Burlington—C. P. K. Motor Co.—7 A.M.-8 P.M.—825.
Burlington—Front Street Service Station—6 A.M.-12 P.M.—241.
Chadbourn—D. R. Connors Garage—7 A.M.-6 P.M.—2 Rings; 3 Rings.
Charlotte—Auto Inn—All Hours—24-24.
Charlotte—Rust Motor Co.—7:30 A.M.-6 P.M.—218.
Concord—Cabarrus Motor Co.—6 A.M.-11 P.M.—400-132L.
Dunn—Z. V. Snipes Garage—6 A.M.-10 P.M.—24.
Durham—Grand Central Garage—7 A.M.-12 P.M.—1500-1500.
Durham—Durham Motor Car Co.—7 A.M.-10 P.M.—702-702.
Elm City—Braswell Motor Car Co.—All Hours—237.
Enfield—Thos. E. Marshall—7 A.M.—-8 P.M.—262-211J.
Fairmont—Webster Motor Co.—7 A.M.-10 P.M.—39.
Franklinville—Franklinville Motor Co.—All Hours—95-95.
Fuquay Springs—H. H. Sessoms Garage—7:30 A.M.-6:30 P.M.
Fayetteville—Universal Garage Co.—7 A.M.-6 P.M.—186-187.
Fayetteville—Lewis Motor Co.—7 A.M.-10 P.M.—862-862.
Fayetteville—J & N Motor Co.—7 A.M.-6 P.M.—75-75.
Franklin—Porter Motor Co.—7 A.M.-9 P.M.—45-45.
Gastonia—Red Lion Service Co.—7 A.M.-10 P.M.
Gastonia—E. T. James Co.—All Hours—1937-827J.
Gastonia—Craig Chevrolet Co.—7 A.M.-8 P.M.—918-918.
Goldsboro—Harris Motor Co.—7 A.M.-10 P.M.—838-482.
Goldsboro—Standard Motor Co.—7 A.M.-10 P.M.—872.
Graham—Moon Motor Co.—7 A.M.-10:30 P.M.—558J-558J.
Greensboro—Greensboro Motor Car Co.—7 A.M.-6 P.M.—2500-1020W.
Greensobro—Winder Oil Co.
Greensboro—P. B. Comer Garage—6 A.M.-12 P.M.—931-931.
Greensboro—Boren & Swaim Service Stations (Gasoline and oil service only.)
Greensboro—Guilford Motor Car Co. (Franklin service only) 7:30 A.M.-6:30 P.M.—166-166.
Greensboro—Coble & Starr Motor Co.—7 A.M.-10 P.M.—678-684.
Greensboro—Mebane Motor Co. (Dodge service only)—8 A.M.-6 P.M.—2351-2351.
Greensboro—Hares Motors of the Carolinas—7:30 A.M.-9 P.M.—2836.
Greensboro—Thos. C. Hunt, Inc.—8 A.M.-6 P.M.—260-3002W. (Packard service only.)
Greensboro—Winder Oil Co.
Greenville—Sugg Motor Co.—7 A.M.-9 P.M.—429.
Hamlet—Seaboard Filling Station—7 A.M.-10 P.M.—143.
Hamlet—Auto Inn—6 A.M.-10 P.M.—71W-71W.
Henderson—Stevenson Motor Service Co.—8 A.M.-8 P.M.
Hendersonville—R R Motor Co.—7 A.M.-12 P.M.—198.
Hickory—Hickory Motor Corporation—6 A.M.-11 P.M.—405-24.
High Point—White Way Motor Co.—All hours except 9:30 A.M.-4 P.M. Sunday—393.
High Point—Sheraton Garage—7 A.M.-6 P.M.—485-485.
Hillsboro—Orange Motor Co.—7 A.M.-7 P.M.—98-110.
Jamestown—Jamestown Motor Co.—7 A.M.-10 P.M.—5321-5321.
Kannapolis—R. M. Housel Garage—6:30 A.M.-8 P.M.—33-133.
Kinston—Kinston Garage—7 A.M.-6 P.M.—414.
Laurel Hill—Pate Overland Co.—7 A.M.-6 P.M.—3911-3905.
Laurenburg—McNair Automotive Co.—7 A.M.-6 P.M.—303.
Lenoir—Merritt Motor Co.—Phone 52.
Lexington—G & G Motor Co.—All hours—7443-353.
Liberty—Smith Motor Co.—All hours—75-70.
Lincolnton—Hinsons Garage—7 A.M.-11 P.M.
Louisburg—Beck's Garage—7 A.M.-12 P.M.—341.
Lumberton—Townsend Motor Co.—7 A.M.-7 P.M.—196-154.
Madison—Rockingham Auto Co.—7 A.M.-7 P.M.—457.
Marshville—Marshville Motor Co.—7 A.M.-7 P.M.—154.
Maxton—Wilbarn Service Co.—7 A.M.-9 P.M.—215.
Mebane—James Warren Motor Co.—9 A.M.-6 P.M.—100-100.
Mebane—Elkins Motor Co.—7 A.M.-9 P.M.—134-91.
Monroe—Monroe Motor Co.—7 A.M.-7 P.M.—599.
Mebane—Mebane Auto Co.—9-97.
Morehead City—Service Garage—7 A.M.-6 P.M.—134W-1J.
Morehead City—Morehead City Garage—6 A.M.-6 P.M.—100-122J.
Morganton—Erwin Bolton Motor Co.—7 A.M.-6 P.M.—112.
Mt. Olive—J. L. Hatchers Garage—7:30 A.M.-10 P.M.—32-133.
Mt. Airy—General Motor Co.—6 A.M.-6 P.M.—42.
Nashville—Wheeless Motor Co.—6:30 A.M.-10 P.M.—68.
Newbern—Automotive Service Co.—7 A.M.-12 P.M.—866-866.
Newbern—Willis Motor Co.—7 A.M.-12 P.M.—287-794.
North Wilkesboro—W. W. Call Motor Co.—7 A.M.-6 P.M.—238.
Oxford—Crenshaw Motor Co.—7 A.M.-6 P.M.—1635.
Oxford—Granville Motor Co.—6:30 A.M.-6:30 P.M.—90-1R.
Pinnacle—Pinnacle Motor Co.—7 A.M.-10 P.M.
Ramseur—Moore Motor Co.—7 A.M.-10 P.M.
Randleman—Randleman Motor Co.—7 A.M.-9 P.M.—97-97.
Roanoke Rapids—Joyner Motor Co.—7 A.M.-6 P.M.—226.
Rockingham—Jenkins Buick Garage—7 A.M.-11-15 P.M.—341.
Raleigh—Motor Service Co.—7 A.M.-11 P.M.—777-1466W.
Raleigh—Franklin Auto Sales Co.—7:30 A.M.-6 P.M.—715-715. (Franklin service only.)
Raleigh—Sugg Motor Co.
Raleigh—Phinney Sales Co.—8 A.M.-5:30 P.M.—2085.
Reidsville—Square Motor Co.—7 A.M.-6 P.M.—356.
Rockingham—Jenkins Buick Co.
Rocky Mount—Edwards Cutchin Motor Co.—All hours—362-362.
Roxboro—Crowell Motor Co.—7 A.M.-6 P.M.—77.
Smithfield—Sanders Motor Co.—7 A.M.-10 P.M.—168.
Salisbury—Cal Cutting Motor Service Co.—7 A.M.-9 P.M.—441.
Salisbury—Motor Tire & Service Co.—7 A.M.-10 P.M.—456W.
Sanford—Hanner Motor Co.—7 A.M.-11 P.M.—200.
Shelby—Thompson Higgins Motor Co.—All hours—517-129.
Snow Hill—Moye Motor Co.—6 A.M.-10 P.M.—11J-11W.
Southern Pines—Davis Motor Co.—7 A.M.-11 P.M.
Southern Pines—Federal Service Station—7 A.M.-12 P.M.—308.
Spartanburg, S. C.—Magnolia Oil Co.—6:30 A.M.-12 P.M.—1486-1486.
Statesville—Yount Motor Co.—7 A.M.-9 P.M.—41.
St. Pauls—Auto Supply Co.—7 A.M.-8:30 P.M.—59.
Sylva—J. S. Higdon's Garage—7 A.M.-8:30 P.M.—1.
Summerfield—Square Motor Co.—7 A.M.-9 P.M.—262-211J.
Spar, N. C.—Seward Garage.
Thomasville—Motor Service Co.—7 A.M.-9 P.M.—368.
Tarboro—Corbett Bros. Garage—7 A.M.-6 P.M.—49.
Wallace—Wallace Motor Co.—7 A.M.-8 P.M.
Warsaw—Thomas Motor Co.—7 A.M.-6 P.M.—53.
Waynesville—Swift Motor Co.—7 A.M.-6 P.M.—176.
Washington—Claude L. Carrow Garage—7 A.M.-6 P.M.—330.
Weldon—Bounds Motor Co.—7:30 A.M.-9 P.M.—207-226.
Wilmington—MacMillan & Cameron—All hours—15-15.
Wilmington—MacMillan & Marshburn—26.
Wilson—Ruffin Accessory Shop—All hours—912-626-478.
Winston-Salem—Ideal Motor & Equipment Co.—All hours—103-107.
Winston-Salem—Franklin Motor Car Co.—7 A.M.-10 P.M.—95-95. (Franklin service only.)
Winston-Salem—Hunt's Packard Service Station—8 A.M.—2612. (Packard service only.)
Warrenton—Roy Davis Garage—7 A.M.-10 P.M.—60-60.
Williamston—B. R. Barnhill Garage—7 A.M.-7 P.M.—201-158.
Wilmington—McMillan Garage Co.

HOW TO OBTAIN EMERGENCY ROAD SERVICE

Do not fail to carry your membership card. No service will be given unless you have it with you when asking for aid. When you require Emergency Service, telephone nearest Official Garage listed.

Furnish the Official Garage with the information which is on your membership card.

Our nearest Official Garage will immediately send a mechanic to your aid; he will either start your car in thirty minutes so you can proceed under your own power or will tow you to our nearest Official Service Station, without expense to you.

Should you wish your car towed to any other than our nearest Service Station, you must bear the expense after leaving said station.

Your Club is not in the repair business. We only render Emergency Service and agree to do one of two things: Start you under your own power or tow your car to safety. We do not supply parts or accessories of any kind.

If your car is wrecked or disabled so it cannot operate under its own power; if there are broken parts or mechanical defects that cannot be repaired at the roadside within a half hour, our Service man will immediately tow your car to our nearest service station. When it arrives there, our responsibility ceases and you are at liberty to have your car repaired by whomsoever you wish.

In case of a puncture, our Service man will change your tires for you if you have a spare one, or he will put in a spare inner tube and inflate it. In no event will they repair punctures except at the expense of the member.

If the car can operate under its own power, without damage to itself, you are not entitled to our service. You must take it to a garage and arrange for its repair at your own expense.

Free Emergency Road Service is rendered to a distance of five (5) miles only, and a limit of thirty (30) minutes free work after reaching the car. Distance and time in excess will be paid for by the member.

Should you require gasoline, our Service men will bring you one gallon to enable you to proceed to a gas station. The member pays for the gas, the service being free.

As the name indicates, this is EMERGENCY ROAD SERVICE and no service of any kind will be rendered in a private or public garage.

The Club requests that you do not tip our Service men as they are paid by us in every case commensurate with service rendered.

In the case of a wreck where the car is insured, the member must pay the Service Garage for the tow as the insurance company will reimburse him for this.

Official Service Garages

All Service Stations used by the Club in rendering you aid are under a bond to the Club guaranteeing to our members preferred service. We will appreciate information and will carefully investigate any lack of service on the part of our Official Service Garages or discourtesy on the part of their employees.

DOLLAR FOR DOLLAR

The price of Dodge Brothers Motor Car is a genuine index of its value.

MEBANE MOTOR CO.
Bellemeade St. Phone 2351
GREENSBORO, N. C.

Battery Service

"WILLARD"

Free Distilled Water and Testing to all Cars

8 Hour Re-charging

Be sure to get our prices before you buy

Greensboro Storage Battery Co.
121 E. Market St., Greensboro, N. C.
Through Driveway

Remember

if you manufacture, wholesale or retail a high-grade product, that it takes the highest quality of advertising printing to properly present your product to possible buyers. If you use indifferent printing, the same kind that is used to advertise competitive goods, void of merit, and sold only on price, you should not be surprised when the buying public puts your line in the same class as the competitive lines. Your advertising printing is the key to your opinion of the goods you are advertising.

There are a number of ways in which to prove these statements. The best way is to phone for a Scoggin Service Man and have him call on you with the proof. Today is the best day to phone. Bell 2203.

Scoggin Printing Company
224 South Main Street
Winston-Salem

When Motoring Through North Carolina

Stop at

ROBERT E. LEE HOTEL
European Plan WINSTON-SALEM

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SELWYN HOTEL
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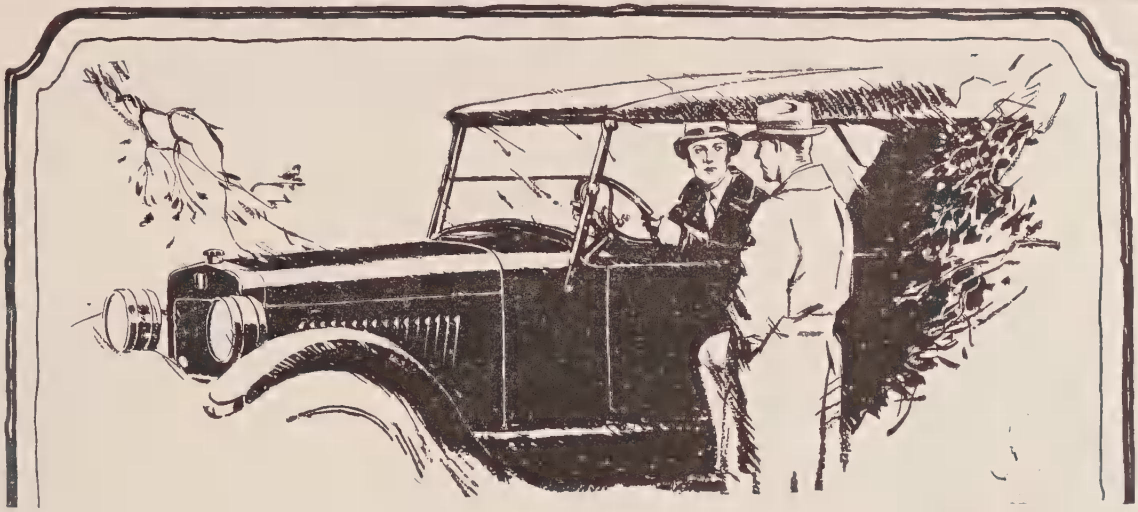
INTERSTATE HOTEL COMPANY

BARGAINS IN FORD PARTS!

Red Devil Tire Patch	$ .50
Transmission Lining, each	.75
Milwaukee Timers, each	1.75
Top Recover, Touring, each	6.50
Top Recover, Roadster, each	5.75
Front Wheel Cone, inside	.18
Front Wheel Cone, outside	.18
Balls and Retainers, inside	.50
Balls and Retainers, outside	.35
Front Springs	2.00
Guaranteed Front Spring	3.50

Sent prepaid upon receipt of money order or check.
Write for other Bargains.

W. H. HALL, Box 531, Greensboro, N. C.



"--- and no reasonable man need pay more---" (*an actual conversation*)

For $985—a beautiful, sturdy 50-horsepower Six, with substantial value evident in every detail of finish and fittings.

And beneath this appealing exterior a chassis unmatched at anywhere near its price for proven merit and known dependability—a chassis certified by such names as the "Read Seal" Continental, Timken, Durston Auto-Lite, Stromberg, Spicer and many more.

All this for $985—a price that has remained the same in the face of rising cost because sales of this fine car have mounted even faster than costs have climbed.

Come in and let us prove the truth of the statement any Columbia Six owner will make to you—"No reasonable man need pay more than Columbia's price."

DISTRIBUTORS

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Columbia Six

GOOD TERRITORY OPEN.

Prices F. O. B. Detroit

Standard Touring - -	**$ 985**
Special Touring - - - -	**1095**
Phaeton - - - - - -	**$1135**
Special Sport - - - -	**1395**
2-Passenger Coupe - - -	**$1295**

"Big Town" Hotel Service for Carolina Motorists

Finest of Modern Accommodations at either end of the 200-mile journey from the Piedmont Plateau to the Blue Ridge

THE O. HENRY, Greensboro

This popular inn has set the mark of Foor & Robinson service. 275 rooms with bath. Best of food brought direct from points of origin. Complete, quick service.

THE SHERATON, High Point

Built after the O'Henry, equalling the O'Henry in cuisine and service and excelling it in beauty of design and decoration. Located in the "Wonder City of Southern Industry."

HOTEL CHARLOTTE, Charlotte

Now building. Will be completed shortly. To crown the Queen City. Worthy of Charlotte's business eminence.

GEORGE VANDERBILT, Asheville

Is to be completed the coming spring. Will be the show place of the Carolinas—the last word in hotel beauty, luxury and service for tourists or business people.

Foor & Robinson Hotels *Good Hotels in Good Towns*

Operating also—The Aragon, Jacksonville, Fla.
The Francis Marion, Charleston, S.C.
The Cleveland, Spartanburg, S.C.
The Geo. Washington, Washington, Pa.

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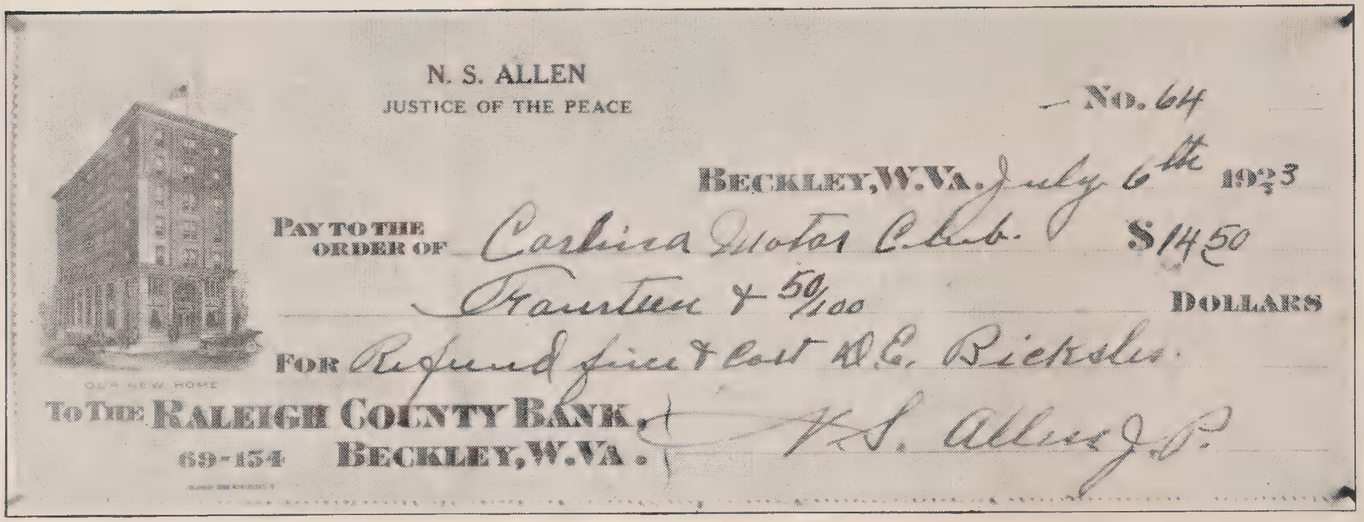

N. S. ALLEN
JUSTICE OF THE PEACE

No. 64

OUR NEW HOME

BECKLEY, W. VA. July 6th 1923

PAY TO THE ORDER OF Carlina Motor Club. $14 50/100

Fourteen & 50/100 DOLLARS

FOR Refund fine & cost D. E. Bicksler.

TO THE RALEIGH COUNTY BANK,
69-154 BECKLEY, W. VA.

N. S. Allen J. P.

This is a Check to refund a fine and cost collected from one of our members. The member was unjustly arrested. This is just an example of service rendered to Members of Carolina Motor Club. (*See page* 13)

CAROLINA MOTOR CLUB
AAA

Mark of Autorcharacter

MEMBERSHIP BENEFITS

- EMERGENCY ROAD SERVICE
- MEMBERSHIP BOND CARD
- $50 REWARD IF CAR STOLEN
- MEMBERSHIP IN A. A. A.
- RADIATOR EMBLEM
- FREE ROAD MAPS
- LIMITED LEGAL ASSISTANCE
- CAROLINA MOTORIST
- HIGHWAY MILEAGE TABLES

The Carolina Motor Club

INCORPORATED

Is a Business Organization Devoting Its Entire Resources to Bettering Conditions for Motorists in the Carolinas. Is a Members Club, not carried on for Profit, with Headquarters at GREENSBORO

Sign and Mail this Application TODAY

Do it Now!

Carolina Motor Club, Inc.
Greensboro, N. C.

Gentlemen: Please have some one call on, or send full information and application blank to

Mr. or Mrs. ____________________

Home Address ____________________

Business Address ____________________

Scoggin Printing Co., Winston-Salem

CAROLINA MOTORIST

OCTOBER
1923

$1.00 by the year
Ten cents the copy

CAROLINA MOTOR CLUB
AAA
THIEVES WILL BE PROSECUTED

A Sturdy One-Year-Old Youngster Deserving of Your Support

When you have been down town shopping all day, are tired and worn out, and want that change that everyone appreciates every now and then, drop in at that delightful little Tea Shop,

THE TEA GARDEN

There you will find delicious home cooking that makes THE TEA GARDEN so popular with the business man or woman from 12 to 2:30; you will understand also why so many people you know go there for supper every evening from 6 to 8 P.M.; and our Sunday night suppers, well you just have to come and try one to appreciate it. We also serve breakfast from 7:15 to 9 week days.

We serve Afternoon Tea, also later to Parties. And Mr. Automobilist, for that "something different" feeling drive over to Greensboro for a Tea Garden Supper and a good show afterwards.

THE TEA GARDEN

101 Davie St., Cor. Market **Phone 2831**

P. L. GROOME W. C. JOHNSON

The Goodyear Silvertown Store for Greensboro

All sizes in stock : : : : Vulcanizing

Expert Tire Service

CAROLINA VULCANIZING CO.

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To advertisers who wish to reach 5,000 select motor car owners in the Carolinas.

For Rates and Information, address

CAROLINA MOTORIST

Greensboro, N. C.

The Winder Oil Co.---Five Filling Stations

Emergency
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2. Green and Washington
3. Spring Garden St. and High Point Road
4. Spring Garden St. and High Point Road
5. Randolph and Ashboro Street.

GASOLINE **TEXACO** MOTOR OIL

GREENSBORO, N. C.

KIND OF SERVICE MOTOR CAR OWNERS LIKE

This unsolicited letter received from Winston-Salem, Sept. 28, 1923, gives some idea of the dependable service rendered by one department of THE CAROLINA MOTOR CLUB.

CAROLINA CADILLAC COMPANY
WINSTON-SALEM, N. C.

September 28, 1923.

The North Carolina Motor Club,
Greensboro, N. C.,

Gentlemen :

Last month I wrote you for maps and routings for a trip from Charlotte, N. C., through Washington, Philadelphia, New York, up the coast of Maine into Canada and back by Buffalo, and I wish to thank you for the prompt attention you gave this, and I made the trip in about fifteen days and found that every routing you gave me was the very best, and it made an ideal trip.

I am now anticipating another trip on which I am going to call on you to try and help me out. This time I wish to go from Charlotte, N. C., to Bluefield and Salem, W. Va., Dayton, Ohio, and on to Detroit, Mich. Kindly let me have maps and data on this trip if you can, and thanking you in advance, I beg to remain,

Yours very truly,

S. T. CLINGMAN,

STC-C

P. S.---Mail to Winston-Salem as I will be here for a few days.

(The original of this letter is on file at headquarters office Carolina Motor Club, Inc., Greensboro, N. C.)

WHAT THEY SAY OF THE CAROLINA MOTOR CLUB

I have received three numbers of the "CAROLINA MOTORIST" and wish to compliment you on its general make-up. It is, indeed, a fine appearing piece of work and contains much that is of intense interest to the motorist. Your idea as expressed in the last issue about the stop-law is good.

DR. J. W. P. SMITHWICK, LaGrange, N. C.

I wish to thank you for the information regarding route for Mr. T. A. Brumby from Atlanta to Washington, for which I not only thank you, but appreciate the courtesy shown the writer.

BAYARD H. STORM, Charlotte, N. C.

I certainly was caught out bad and had to be towed in, by the official garage at Blowing Rock. These people were very courteous and exceedingly kind. Your service has been very satisfactory. I make it my custom when I need any repairs or gasoline to stop at our official sign.

C. G. VARDELL, Red Springs, N. C.

As a member of the Keystone Automobile Club of Philadelphia, Pa., I want to thank you for the courtesy extended by your Greensboro office and it affords me pleasure to comment most favorably on the general courtesy of drivers in North Carolina.

Thanking you again for your courtesies, I am,

B. W. HEYMAN, 308 Chestnut St., Phil., Pa.

Replying to your letter of September 6th the writer is glad to say that the emergency rendered by the Sheraton Garage of High Point, N. C., in changing a spare tire for me on August 3rd was entirely satisfactory. Their service was both prompt and efficient and as this was the first time I have had occasion to call for this service it was indeed gratifying to receive such splendid service.

W. C. NEWELL, Charlotte, N. C.

Last week I had to call on the official garages three times, once in Greensboro, once in High Point, and once in Winston-Salem. Each time the cause was only a minor trouble, but without the assistance of a mechanic I would have been unable to proceed. Of course this is a record for a week, but the service which was rendered me and the spirit in which it was given has more than repaid me for my year's fees.

CHAS. ALDERMAN, Greensboro, N. C.

You recently sent us a copy of the Carolina Motorist for which we wish to thank you. We have found this publication very interesting and, as we feel sure that it could be used to good advanage in our analyzation work, we would be interested in knowing what your subscription rates are. Thanking you for your co-operation in this matter, we remain,

E. T. IRELAND, Manager Analyzation Division,
Chevrolet Motor Company, Detroit, Mich.

Wish to state that the writer has just read a letter written by your secretary a short time ago in reference to the change of the motor laws in the State of North Carolina as to the speed limit. I agree with him on every point mentioned in the letter, and am sure hat with the proper support the Carolina Motor Club can put over quite a few good state laws pertaining to the operation of automobiles.

R. Z. BRYAN, Oxford, N. C.

On August 16th I had trouble with my car about four miles out on the Winston-Salem road. I knew the trouble was of minor seriousness but not being much of a mechanic I asked a passing motorist to phone the White Way Motor Co. of High Point, N. C., to send help. Within a reasonable length of time the service car was in attendance, and in a short time had made such adjustment as was necessary to permit me to proceed into town. The service car trailed me in order that any further trouble which might have developed would have immediate assistance or towing. I left the car at the White Way Motor Company shop and early the following morning the car was ready for almost any trip desired. The trouble was in the gas pipe leading to the vacuum tank. The trouble was adjusted at reasonable small cost to me.

I do not believe the average motorist realizes the value of being a member of the Carolina Motor Club.

To be perfectly frank, Mr. Roberts, I was conscious of the fact that the vacuum tank full of gas would have brought me into town, but I wanted to test the value of the Carolina Motor Club to the motorist. To make my frankness more sincere I am enclosing my check for $2.00, the amount expended by the Motor Club in my behalf, as the test proved very satisfactory and I was convinced of the practical necessity of being a member of the organization.

Referring to your part of the letter that invites constructive criticism, beg to suggest that the Carolina Motor Club endeavor thru the next legislature to enact a law requiring a certain physical as well as mental examination before permitting a driver's license. I believe that over one-half the accidents that occur on the highways are due to the fact that the driver of at least one of the cars is too "green" to be out on the road as the pilot of so dangerous and yet so tame a piece of machinery as an automobile.

In conclusion I would like to say that I am heartily pleased with the Carolina Motor Club and always have a slight tinge of special respect for the person driving a car bearing the Carolina Motor Club emblem.

H. E. FIELDS, High Point, N. C.

I want to compliment you upon your splendid publication, "Carolina Motorist." It certainly is fine, and I am sure that your many members appreciate it very much.

R. W. HANLON, Knoxville, Tenn.

I have just read your article, "Abolish the Fee System" in the last issue of the Motorist, and I should like to heartily endorse your views. I believe that publicity, wider than that afforded your article by its publication in our Club magazine is desirable, and would prove helpful. Cannot arrangements be made for it to run in some of the leading daily papers of the State with a view to uniting the general motoring public with the members of the Carolina Motor Club in their efforts to bring about the sorely needed reforms in our present laws.

W. B. DUNCAN, Raleigh, N. C.

I cannot tell you how delighted I am to be a member of the Carolina Motor Club. From the time I telephoned to the Elkins Garage at Mebane that I was a member of the Club—until I returned for my car—I was greatly impressed with the courtesy and friendly attention and consideration shown us. There is a genuinely fraternal spirit that you have already built up—I shall do what I can to extend this spirit, and try to get others to join.

I. HARDING HUGHES, Greensboro, N. C.

I have your letter of the 4th and enclose herewith application with check for $10.00. I am of the opinion that it is $10.00 well spent and I believe that the Carolina Motor Club is doing an excellent work. I am not only glad to be a member from a standpoint of personal benefit, but I am glad to support such an organization which means so much to the automobile owners.

J. R. BLAIR, Thomasville, N. C.

Several days ago I became a member of this organization and soon after I joined I found it necessary to call on one of the official garages for service. I am glad to state that only a few minutes elapsed from the time I called before I had real service. I really felt the value of being a member of this organization.

I couldn't hesitate in recommending my friends to the Carolina Motor Club immediately.

NICHOLAS MITCHELL, Raleigh, N. C.

I have found the Motor Service Company prompt in giving road service.

G. H. ANDREWS, Raleigh, N. C.

The service you are now rendering to the Carolinas and the public at large is of such an outstanding nature as to warrant increased memberships at a rapid rate. It gives us great pleasure in voicing our appreciation of the service that is being given by your organization.

H. L. SMITH, Secretary,
Pitt County Chamber of Commerce, Greenville, N.C.

On July 8th, after being in the Carolina Club less than a week, I had occasion to call on your Raleigh service station twice within the same hour. I wish to say that the promptness of an answer to my calls was remarkable. The first call was answered within ten minutes, and the second within fifteen; and in both instances my tire was changed and repaired in a very few minutes.

I say a good word for the Carolina Motor Club whenever and wherever I have an opportunity, for I think it is a wonderful organization for anyone who drives his car out of town, and one that he cannot afford not to belong to.

Very truly yours,
(Signed) W. H. ANDREWS, Jr.,
Greensboro, N. C.

Your "Carolina Motorist" came through today. We wish to congratulate you on it, as it is a book filled with live matter.

Yours very truly,
(Signed) JOSEPH H. GUNN, Newark, N. J.

Last Tuesday was my first time to call on the Club for aid and I was taken care of by your service man very promptly. As to the exact time of his service I am not positive, but it was about 30 minutes. If all your service men are as nice as in Laurinburg the members of the Club will certainly be looked after. Thanks for application blank; will see if cannot get filled out and sent you.

Thanking you, I am sincerely,
(Signed) MRS. R. T. JAMES, Charlotte, N. C.

We appreciate the good work that you are doing for motorists and stand ready to co-operate in any way possible.

Yours very truly,
(Signed) R. W. RIGSBY, City Manager,
Durham, North Carolina.

WEIGH 'EM UP.

She was new, as a driver. She just missed the fire hydrant, ran over the curb and brought her electric finally to a stop in front of a sidewalk filling station.

"Bring out your scales, please," she said.

"Scales?" queried the tank tender, puzzled.

"Yes," she replied. "See how many pounds of air I need in my tires."—Automotive Merchandising.

BEN-VONDE
DRY CLEANING

BEN-VONDE
DYEING.

We handle Everything that can be Cleaned or Dyed

THE BEN-VONDE CO.

The South's Largest Exclusive Cleaners and Dyers

18-20-22-24-26 W. FIFTH ST., CHARLOTTE, N. C.

Mail Orders receive prompt attention

Announcing the New

"OAKLAND SIX"

With the New L type Motor Fisher body, four wheel brake, also

REO PASSENGER CARS
AND SPEED WAGONS

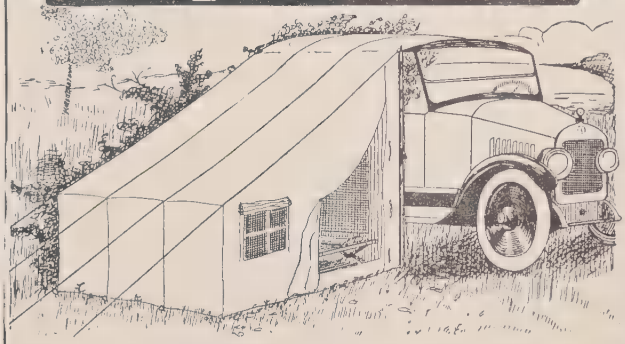
Call 1746 for a demonstralion of these cars

Ajax and Federal Tires
General Repairs and Storage

THE MOTOR CO.

JOHN P. BISHOP, Manager
Cor. Washington and Green Street
GREENSBORO, N. C.

THE DIZE AUTO TENT



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CAROLINA MOTORIST

Volume 1 GREENSBORO, N. C., October, 1923 Number 7

ONE YEAR OLD AND DOING FINE

Over 1900 Members in 175 Carolina Towns --- Every Promise Fulfilled --- Every Bill Paid --- Critics Silenced and Thousands Are Boosters for Carolina Motor Club.

IT can't be done; Carolina towns are too jealous of each other to make it a success", was the remarks made by a certain well-known Carolinian, when he was invited to join the Carolina Motor Club shortly after it was founded one year ago. Our reply to that gentleman now is "IT'S DONE". The Carolina Motor Club has found its place in the Carolinas and it's here to stay. More than anything else, it demonstrates that, while Carolina towns are alive, active and energetically working for their own development, their citizens appreciate the value of a service and an organization that can function best by the whole hearted co-operation of the citizenship of all the towns.

Carolinas are the good States they are because of the many good towns and cities. North and South Carolina are fortunate in having a large number of good towns rather than one or two outstanding, dominating, great cities.

Motor Clubs in small cities have not, as a rule, been a lasting success, and that is the reason of the Carolina Motor Club plan. The co-operation of the car owners of the many towns in one large, worth-while organization, creates and maintains a club deserving of the support of the car owners; and keep out the fly-by-night promoter propositions, and gives the motor car owners something worth while; an organization of their very own.

Local clubs could not offer the service which the Carolina Motor Club gives, not only because of its natural small membership, but because its service would be limited locally, while the Carolina Motor Club covers not only the two states, but by membership in the American Automobile Association covers the entire United States, with definite direct services in the Carolinas.

Starting at nothing at its birth, without capital stock, without donation or subscription of any kind, the Carolina Motor Club has paid its way, has bought a little house for its office, purchased equipment in form of typewriters, car, addressing machine, multigraph, sealing machine, 2000 emblems, 35 road information fixtures, office furniture; and everything is paid for. While the Club has not in its first 12 months operation created any surplus in cash, its equipment is owned and it has good credit without any outstanding obligations. Every bill against Carolina Motor Club is promptly discounted and paid.

In the first year every service which the club promised at the beginning has been rendered.

The Theft insurance rates have been reduced as a result of work of this organization.

More interest has been created in the needed changes in the various traffic laws and regulations.

Hundred of Motorists have been directed over Carolina roads.

Thousands of members have been routed to all parts of the country.

Thousands and thousands of maps have been furnished to members and prospective visitors to the Carolinas.

But the most for which the founders of the Carolina Motor Club might be proud is the fact that they gave birth to an institution that has come to stay, one so created that it will always be free from graft, from politics and can never be used by any one, or any group for commercial purposes; an organization with a purpose and the machinery to make it function. The Carolina Motor Club has a great opportunity to not only serve its members but to bring about a decrease in the number of accidents and deaths caused by automobiles and the careless person on the street.

C. W. ROBERTS.

Headlights and Brakes Should Be Tested

Carolina Motor Club Makes Proposition to Cities.

ESTABLISHMENT of a station in every city where headlights and brakes on motor vehicles could be tested free of charge is advocated by C. W. Roberts, of Greensboro, active vice-president of the Carolina Motor Club, in a letter to James H. Cowan, mayor of Wilmington.

The letter was sent to Mr. Cowan by Mr. Roberts after the former had requested an opinion from Mr. Roberts concerning certain automobile regulations, especially regarding headlights on motor vehicles.

"Some cities have adopted city ordinances to regulate automobile lights," says the letter, in part, "and some require that the lights be dimmed. In my humble opinion the dimming of lights is more dangerous than burning bright lights, especialy so since the senators from Gaston, from Robeson and from Caldwell counties used their best efforts and succeeded in defeating our measure requiring lights on all vehicles on the highway. Such a law provided that all wagons and county trucks would have to carry a light. This law should have passed, but it was defeated, and as a result the lives of many farmers and others are menaced. The motor car owners of the Carolinas now declare by all their strength that this law shall pass at the next opportunity."

Mr. Roberts expresses the opinion that good brakes should be required by law on all vehicles and that methods should be provided for testing them. "A car going 20 miles an hour", says the letter, "should be stopped in 37 feet. If because of poor brakes it cannot be stopped in 150 feet, that car is traveling at a speed equivalent to 40 miles an hour, for a car going 40 miles an hour should stop in 148 feet, if the brakes are right."

In conclusion, the letter makes the following suggestions:

"First, that municipalities should not adopt ordinances that conflict with the state law; second, every municipality should have a testing station for the testing of headlights and brakes free of charge. This testing station to be simply a part of a street centrally located in the town, set aside for test of brakes early in the morning for, say two hours, and for several hours in the evening. A uniformed officer should be present during the hours of tests, and probably should ride the running board of the car to see that it travels 20 miles an hour and stops within 37 feet during dry weather, on hard surface pavement. If the brakes are O. K. a small dated sticker might be stuck under the hood. Such an arrangement would not inconvenience any motor car owner, because the owner might drive to the testing station, and in a very few minutes learn whether or not the brakes are efficient. This same method could be used for testing the headlights in the evening, to see that they do not throw a beam higher than 42 inches in a distance of 75 feet. Sometimes the very best lens might be used, but the headlights might be out of focus and in such condition as to blind the approaching driver. It would not be practicable to enforce the law on lights, unless some method of testing is provided.

"The Carolina Motor Club makes this proposition: It will send a man to Wilmington and to every other town who will lend its co-operation in establishing a testing station. This will be done without expense. The motor club man will co-operate with your offfice also in properly establishing and marking the testing station. The Carolina Motor Club solicits this co-operation of the cities in decreasing the number of accidents, due to defective lighting and defective brakes."

—Greensboro Daily News.

A TRAFFIC ORDINANCE OF 1861 AND THE PROBLEMS OF TODAY

Contrary to the general impression, traffic is not an exclusively modern municipal problem, as witness an ordinance passed more than sixty years ago in Harrisburg, Pa.:

"That if any person or persons shall ride on horseback or shall drive any carriage or sleigh through or along any of the streets, lanes or alleys of the said city faster than a common traveling gait, or shall drive his, her or their wagon or cart through or along the same faster than a common trot or pace, he, she or they so offending and being thereof convicted, shall forfeit and pay a fine discretionary with the mayor not to exceed $5 for every such offense and costs of prosecution."

The vigorous councilmanic effort to wrestle with traffic was enacted March 13, 1861. It was the city's first traffic law, so far as the records show. Many years elapsed before any other serious attempt was made to regulate traffic, says the Municipal League of Harrisburg in its recent Traffic folder.

In 1861 the city fathers worried if horses moved too fast—or not at all. The parking problem was already in evidence, as indicated by the ordering of standing teams out of the Market Square. Today Harrisburg, in common with most other cities, is struggling with the problem of the automobile which moves too fast or doesn't move at all. To quote further from the Municipal League folder:

"Fundamentally, the streets are for the passage, not the stoppage, of traffic. A motorist must recognize that when he parks his car, even before his residence or his business establishment, he is enjoying a privilege, not exercising a right. In so far as the exigencies of traffic permit, there should be generosity in permitting parking, but where there is congestion or where parking creates hazards or confusion, then the common interest requires the restriction or abolition or parking.

"It is inevitable that here, as in the centers of all other cities, the time will come when no parking of any sort will be permitted. Motorists will have to park their cars on public highways remote from the congested areas or store in garage or private parking premises, as many do now."—American City.

When you want to know where to go, where to stop, how to get there, rates, and other information, call, write and wire Carolina Motor Club headquarters, Greensboro, N. C.

Advertise in the Carolina Motorist; it reaches a high class list of readers.

Traffic Officers Do big Mail Order Business

What Is Blackmail? Officers Ignorant of the Laws

By C. W. Roberts

SEVERAL days ago a member of the Carolina Motor Club informed us that he and his wife quite often visits a certain town for the purpose of shopping, but that on two recent occasions a constable in that county had arrested him "by mail". This particular person has never been accused of violating any law and he doesn't believe his machine capable of outspeeding any traffic officer. He found it cheaper to fill the constable's mail order than to appear for trial, but the merchants of the town will lose a good customer.

W. E. Mangum, who uses the title of Traffic Officer of Wake County, uses the following sentence at the close of his printed form: "I would hate to embarrass you by serving a state warrant on you at your home or on the street", and following this he places the amount of $13.35. We would like for the State Attorney General to give his opinion as to the legality of the form and method which Traffic Officer Mangum is using.

Numerous multigraphed filled-in form letters are sent to motor car owners by A. M. Maddry, constable of Durham County, so many in fact until motorists are being advised to avoid Durham, if they would take the precaution not to be arrested after they get home.

W. Luther Cates of Burlington has a regular printed form which he sends to motorists on the bottom of which is printed "Section 2618 Automobile Laws of North Carolina: No person shall operate a motor vehicle outside incorporate towns at greater speed than 25 miles an hour on any public highway."

Cates is not the only officer of the Law who we have heard of that's behind the times. The State Highway Speed Law is not 25 miles an hour; it is 30 miles, and has been for a long time; yet if you pass through Cates' place of business you are likely to receive a notice to forward him so much or be arrested. We would like to ask the Attorney General why it is necessary for innocent, law-abiding citizens of the State to pay officers money for the privilege of riding on the highways for which they are paying? Why is an officer permitted to send, what would be termed a black mail letter, if it were mailed by anyone other than a person with an officer's authority? Why is a man given authority to enforce the law when he doesn't even know the law?

This Constable System is all wrong, and we would like to see a progressive, energetic State legal officer use his initiative to work out a modern, more practical system. North Carolina is awake in most everything, but we seem to be years behind on our motor vehicle laws.

The Carolina Motor Club will recommend to the next General Assembly that the Fee System be abolished, and that all highways be properly patroled, and arrests made on the spot for violations.

AN OFFICIAL MILESTONE FOR EVERY CITY OR TOWN

Need of Fixed Point for Measuring Highway Distances Suggested by A.A.A.—Carolina Motor Club Will Gladly Render Assistance.

An official milestone for every city and town in the United States from which local distances can be measured is the suggestion made by the American Automobile Association. The designation of an official central point in each city and town by the proper municipal or town authorities will be of value commercially as well as a convenience to local and visiting motorists points out the A. A. A.

"Every motorist will recall similar experiences in reading sign posts along almost any road in the United States", said an official of the A. A. A. "One sign may read '8 miles to Jonesville'. A mile further on another sign may also read '8 miles to Jonesville'. Both signs may be corerct, depending on the point in Jonesville from which the mileage was taken. With an official milestone and the mileage accurately measured, the motorist would know definitely the actual mileage to the center of the town to or from which he is traveling.

"From a commercial standpoint an official milestone would be of service in giving readers of advertisements of real estate, for example, definite information. A farm may be advertised as being six miles distant from Jonesville. With the adoption of an official milestone by Jonesville the reader would know that the distance is six miles from a fixed point in Jonesville, which would be in the heart of the city.

"With the adoption of the Zero Milestone in Washington all distances on all A.A.A. maps out of Washington are measured from this point. Since the dedication of the Washington Milestone a similar milestone has been placed in Los Angeles. The plan of these two cities should be followed by every city and town in the country.

The cost of putting up the official milestone can be negligible. A simple marker could serve the purpose.

If it is so desired, the milestone can also serve as a memorial to some citizen who has served his community well in the early days of the development of highways.

This is a most splendid suggestion and the Carolina Motor Club will gladly give its best assistance to all towns that will agree to establish a central milestone marker.

The local Club may come and the local Club may go, but the Carolina Motor Club has come to stay. It has been built on solid ground. Those who opposed it in the beginning are now coming across. Of course there are some men who didn't get elected to an office, so they are agin it. Then there are some who do not know the first word in courtesy, who have no respect for opinion of anyone except themselves, who expect persons to buy from them, to use their services, but they act inhumane when approached by a gentleman (there is only one of this last class in captivity).

Bad Brakes Cause Most Auto Breaks

AN analysis of the cause of automobile accidents shows that 65 per cent are due to the failure of brakes to properly function. According to safety associations and automobile insurance actuaries, a large number of the motor vehicles being operated over the streets in every city have brakes that need adjustment. Several states, cities and towns have passed laws requiring periodic inspection of brakes for the safety of the public. In New York City a special squad of policemen operating under the Department of Public Safety devotes its entire time to brake inspection.

State authorities, especially traffic policemen, have struggled valiantly with the problem of controlling traffic, the fundamental idea being to reduce accidents to a minimum. Most of the states have laws regulating the candle power of headlights, and requiring certain improved lens, which are so controlled that they do not blind drivers approaching from the opposite direction; laws requiring proper signalling devices, such as horns, and the like; and in some states it is necessary to carry a mirror on the car so that the operator may at a glance see what traffic conditions are behind him.

These requirements are necessary, but it is a question whether any single one of them is so vitally necessary in the protection of life and property, as the quick and efficient control of the powerful forward thrust of a heavy moving body—the automobile.

Many and perplexing are the factors which enter into the ability of a driver to stop his car within a reasonable distance. The design of the brake; the size of the brake drum; the leverage exerted; the strength of the driver as represented by the forward thrust of his or her foot upon the brake pedal, the weight of the car; the speed at which the car is moving; the kind of tires used; the kind of road surface over which the car is travelling; the condition of that road surface, whether wet or dry, oily or clean; the adjustment of the brakes on each wheel, that is to say, whether or no the application of the brakes result in locking both wheels at the same instant;—all of these factors and probably others, enter into braking efficiency.

The Asbestos Brake Lining Association, a national organiaztion of manufacturers with headquarters in New York City, has issued the following suggestions for the edification of motorists:

The brakes should be tested each day. Before going half a block from the garage makes a service test by throwing out the clutch and applying the brakes. If possible, select a dry spot for making this service test. Under no circumstances should the car be taken farther if the brakes are not operating properly.

See that a good type of brake lining is selected.
Make sure that brake lining is properly installed.
Keep the brakes in good operating condition.
Make frequent tests for proper brake adjustment.

Have an experienced mechanic install brake linings. He should be sure the lining is properly stretched to avoid wrinkling. The rivets should be properly countersunk; otherwise the metal of the rivets will score the brake drum and the brakes may not hold properly.

To keep the brakes in good condition:

Once in two months remove the rear wheels and wash the brake lining in kerosene. This removes all oil and grease which if present take the "bite" out of the brakes. Never oil brake lining.

Wipe off and oil the brake mechanism every 500 miles, or at least once a month.

All drivers should keep the brakes adjusted properly. Brakes should not drag, if they do they will heat up and be worn down unnecessarily. Brakes should not be too loose; loose brakes do not act quickly enough. Different adjustments are made for different types of brakes.

After the brakes are adjusted so they are neither too tight nor too lose, they should be tested every 1000 miles, or at least once a month, to make sure that the braking power is equally divided between the two rear wheels. Many cars skid, not only because of slippery streets, but also because of unequal division of braking power. Jack up rear wheels and apply brake far enough so that it is just possible to turn one wheel by hand. Adjust brake on other wheel so the same amount of energy is required to turn that wheel by hand.

How to apply brakes properly when "on the road."

When coming to a stop on a straight-away, shut off the gasoline throttle and leave the clutch engaged until just before you come to a stop; this methods of stopping is especially advisable in wet weather because it lessens the tendency of the car to skid. It also helps to distribute the braking power equally and assists the action of the brakes. Do not shut off the ignition until after you have stopped; it may be necessary to make a quick start. Find out the idling speed maintained by your car when the gasoline throttle is closed, then never (except in emergency cases) try to use your brakes when the clutch is engaged and the car is travelling slower than the idling speed.

In going down an ordinary hill, leave the clutch engaged and close the gasoline throttle. This helps cool the engine, and also makes it unnecessary to use the brakes. It is sometimes desirable to turn off the ignition switch; this further cools the engine and adds to the braking power.

In going down steep hills or when descending ordinary hills with a heavy load, put the gears in intermediate or low speed at the top of the hill and leave the clutch engaged. Shut off the gasoline throttle and, if desirable, turn off the ignition switch.

In ordinary driving, do not use the brakes oftener than necessary; regulate the speed of the car as much as possible by use of the throttle. If the car is equipped with a foot throttle use it in preference to the hand throttle. This leaves the hands freer to operate the gears and the steering wheel.

In making an emergency stop, leave the clutch engaged, apply the foot brake and pull the hand brake; but do not "lock the wheels." Keep the wheels rolling; otherwise here is danger that the car might slide or skid.

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THE CAROLINA MOTOR CLUB is a business organization devoting its entire resources to the bettering of conditions for motorists in the Carolinas. A members' club, not carried on for profit.

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THE STOP LAW AGAIN.

Motor car owners of North Carolina have been free to express their disapproval of the present "Stop Law", requiring all automobiles to come to a stop at every railroad crossing.

It is found upon investigation that in other states where this law is in effect, it is unpopular and unsatisfactory, and an undue expense to motor car owners, an expense not only in the waste of time, but an expense in the wear and tear on the vehicles.

The Stop Law has not put a stop to grade crossing accidents in North Carolina.

The highways are quite as important today as the railroads, and it ought not be assumed any longer that the motorist bears the major part of the responsibility and expense for stopping, looking, and listening. The Stop Law is now law and should be obeyed, but the motor car owners through the Carolina Motor Club will recommend to the next General Assembly certain important amendments. While discussing railroad crossings, the rather fixed habit, of recent years on the part of some railroad lines, or their employees, of storing closely adjacent to crossings, long lines of box cars for indefinite periods, which completely cut off the view of the approaching motorist until he is actually on the track, and at the same time running their trains past these lines of empty box cars at a merry clip without bothering their heads about the mere formality of taking the necessary precaution, is to be condemned. The railroads and their employees can do a great deal more than they are doing towards eliminating grade crossing accidents.

THE DARK WAGON IN THE DARK ROAD.

Many a driver of an automobile has narrowly missed collision with a horse drawn vehicle out at night and carrying no lights.

A motorcar is parked by the side of the road, its light warns an approaching driver who gives it a wide berth—but a little beyond, on the other side of the road, a wagon is parked and he glides by it with only inches to spare.

The fault, one says, is with the driver of the wagon, in the event of collision—but that is of little solace to the owner of the motor, or to his widow, if he be killed.

—From the State, Columbia, S. C.

The Carolina Motor Club urged the passage of a law at the last session of the North Carolina Legislature requiring the lights on all vehicles on the highways, but the senators from Caldwell, from Robeson and Gaston counties used their efforts, and succeeded in defeating it, claiming that it would require every farmer (and you know the farmers vote) to hang a lantern on his mule or cow tail, and a light on every wagon and ox cart. That's exactly right, that was the purpose of the bill, to require a light on every moving vehicle on the highways, to save the lives of animals, if the owners think so little of themselves not to take the precaution to carry a light at night. Dumb animals deserve protection (but you know DUMB animals can't vote.)

WHAT WERE THE HIGHWAYS BUILT FOR?

North and South Carolina are building a great system of highways. These highways are constructed to facilitate transportation by motor vehicles. They were built to make use of.

Far be it from the purpose of the Carolina Motorist to advocate the use of the state highways for speedways, but it is believed that greater speed should be permitted on the highways than the law now allows.

The present speed law on the North Carolina highways is thirty miles per hour. While this is the law, the Carolina Motor Club urges that it be complied with, but the Carolina Motor Club does not feel that unscrupolus persons should prey on the automobile owners.

For the purpose of enforcing the automobile laws on the highways a uniformed officer should be placed on every twenty or thirty miles of highway, for the purpose of preserving the law, and arresting speed maniacs, fools, bootleggers, and reckless drivers. Violators should be arrested on the spot and required to give bond or appear for immediate trial. The Carolina Motor Club recommends the increasing of the speed limit from thirty to thirty-five miles per hour on the open highway.

If there are any motor car owners in the State of North Carolina, or South Carolina, who are in good health and of sound mind, that have not this year driven their car at a speed in excess of thirty miles per hour, we invite them to so inform the Carolina Motor Club, that we might be able to make known to the public how many owners believe that thirty miles per hour is the proper speed limit.

LEONARD TUFTS OF PINEHURST FAME SAYS:

MR. LOUIS GRAVES is writing for me a North Carolina booklet, to tell briefly something about the state, for distribution at my hotels among the visitors and possibly a wider distribution throughout the State if it is wanted.

The traveling public is interested in something doing and in the history of something that has been done. They want to be told about it. The doodle bug is and always will be better known than many equally deserving bugs because it was fortunate in having John Charles McNeil as a publicity agent. Let us all write and talk about our doodle bugs and those of our neighbors, but first be careful,—very, very careful,—to tell the truth for as sure as we don't some one who knows will give us some bad publicity. To develop our State to its utmost we must have something doing, something making history, going on in every corner of the State.

I used to know a man who was with Stanley in Africa, but you couldn't get him to talk about it. He had the experience but lacked the power of narration. When he died a local newspaper man wrote columns about the fact that he didn't talk about his experiences. The reporter hadn't the experience but he had the power of narration. Both are important in the development of the state, but the doer must come first.

Let's use our voices mainly, and then the newspapers, pamphlets and printers' ink, but let's insist that there is enough work for all the painters in the state to keep the buildings along our highways painted without painting advertisements that are not only ugly to look at but often detract the eye from beautiful views and scenes.

GET UP AND GO AFTER THE COW—

By Leonard Tufts

Don't sit down in the pasture and wait for the cow to back up and be milked. Get up and go after the cow.

After you have filled the milk pail three or four times holler yourself hoarse—tell the world about your cow that produced ten gallons of milk a day, and when your voice gives out write about it 'till you get writer's cramp, and then paint pictures of it and take photographs of it.

This is the program I should advise in order to push the Old North State into first position in the United States. It is a carefully thought-out program and a practical one, and one I have in a small way carried out in the publicity of our resort at Pinehurst.

In the past all the publicity of the Old North State has read as follows:

First, we are 99% native born.

Second, we have hundreds of ten-gallon cows wandering around in our pastures waiting to be milked.

The rest of the world says, "If the second statement wasn't a lie how could it happen that the one per cent foreign born happened to be all fools?"

Let the next legislature pass a law that any one who speaks, portrays, or writes of an undeveloped possibility be placed in solitary confinement until that possibility has been fully developed and then sentenced to spend the rest of his life talking, portraying and writing of the development.

The world is not interested and does not want to hear, see or read of the possibilities, the potentialities, but it loves to hear, see and read of the do-ers, the punchers, the dynamic.

It is not only easy to talk and write about things that are moving, but people will actually pay to listen to or read about it and if the movement is big enough and fast enough newspapers will send their writers to tell the world about it for "something doing" is news. The dictionary says a report of a recent event—information about a thing before unknown—recent information, is news. But the 99% pure, 10-gallon might-have-beens is not.

As Charlie Picquet says, Let's go.

CLEANING UPHOLSTERY.

After a drive along hot, dusty roads, the depressions of the auto cushions, as well as the folds of the back and sides, will be found packed with dust. A tool which can be designed in a minute is made by cutting off most of the handle of an old shaving brush and, in the center of the cut just made, driving an ordinary beheaded nail, says Automobile Digest. This should be centered as near as possible. Place the end of the nail in the jaws of a hand drill, and with this dust out the depressions as fast as you come to them. Due to the high speed of the drill the dust is quickly removed.

Membership in the Carolina Motor Club gives you full membership in the American Automobile Association.

OFFICIAL C. M. C. HOTELS
AND INFORMATION STATIONS

Asheville	Grove Park Inn
Albemarle	Central Hotel
Blowing Rock	Mayview Manor
Charlotte	Selwyn Hotel
Chimney Rock	Mountain View Inn
Franklin	Frank T. Smith, Druggist
Goldsboro	Kennon Hotel
Henderson	Vance Hotel
Hickory	Hotel Huffrey
Kinston	Hotel Tull
Morganton	The Caldwell
Oxford	Exchange Hotel
Raleigh	Yarborough Hotel
Raleigh	Bland Hotel
Spartanburg	Cleveland Hotel
Lake Junaluska	The Southern Assembly
Linville	Eseeola Inn
Mt. Airy	Blue Ridge Hotel
Morehead City	Woodland Hotel
Shelby	Cleveland Springs Hotel
Southern Pines	Southern Pines Chamber of Commerce
Washington	Hotel Louise
Waynesville	Alexander Drug Store
Rutherfordton	Iso-Thermal Hotel
Greensboro	O'Henry Hotel
Wilson	Cherry Hotel
Wilson	Serve-All Filling Station
Winston-Salem	Robert E. Lee Hotel
Durham	Malbourne Hotel
Greenville	Pitt County Chamber of Commerce
Greensboro	Chamber of Commerce
Asheville	Battery Park Hotel
Danville	Leeland Hotel

Picked Up Here and There Along the Road

Some Definition

Father, to Young Hopeful: "Now, my son, what is a Ford?"

Young Hopeful: "A-meri-can."—"Contact" in London Motor.

Exactly

Irate Motorist: "I thought you told me this car would last a lifetime!"

Dealer: "Ah—er—it will, sir."

oMtorist: "Whose lifetime, for Heaven's sake?"

Dealer: "Er—its own, sir."—Life.

Correct

Teacher: "Children, can any of you tell me what is the most dangerous part of a motor car?"

Tommy (shrilly): "Yes, miss, I can! It's the driver!"

—London Answers.

MOAN OF THE CITY DRIVER

Ship me somewhere from the cities,
Ship me soon and ship me far,
Where there ain't no traffic tieups,
And a guy can park a car.

Speaking of the science of parking, the only individual who seems to have mastered it is the one who makes the sardines snuggle up in the can.

THE GRADE CROSSING.

The locomotive engineer
Emits the whistle's blare
And for the boob—deaf, dumb and blind—
Sends up a silent prayer.

Hard Looking Tramp (to passing motorist): "Hi, mister, I'm going your way!"

Passing Motorist: "So I see, but I'll get there before you do.—Washington Star.

So much roadwork in all parts of the country has forced a change in the old saying: "Be sure you're right, then detour."

There exists a strong belief in the United States that rubber can be grown in the South. Why not cross it with the cotton plant, train it on a circular trellis, and produce tires?

HEAR THIS BEFORE?

"A pair of "cross-talk" comedians at one of the big West End halls introduce a motoring gag which invariably makes a hit. While one of them is singing a sentimental song his partner rushes in from the wings and engages him in whispered conversation for a few minutes, pointing excitedly at the audience. Eventually the curiosity thus aroused is appeared by the interrupted one advancing to the footlights and addressing the audience.

"Ladies and gentlemen," he says, "my partner has just brought me some most interesting news. Sitting amongst you tonight is perhaps the best-known man of the day—a public benefactor whom you will all be pleased to see in the flesh. I refer to Mr. Henry Ford. Now, Mr. Ford, will you kindly stand up so that we may all see you?"

Follows a few moments' pause, the comedians meanwhile searching the auditorium with their eyes.

"Come, Mr. Ford, please don't be shy—I'm not going to drag you on to the stage; just give us all a little pleasure by disclosing yourself."

A further pause ensues, the audience, many of whom are on their feet by this time, excitedly examining the occupants of the stalls and the darkened boxes.

"Mr. Ford," pleads the artiste, "we do not ask much; just a little glance to be able to say that we have seen you in the flesh."

Again a wait; then, turning to his informant, he raps out the query: "You are sure he is here?"

"Oh, positive."

"What makes you so certain?"

"Couldn't possibly be mistaken; I saw his car outside!"

—Motor (London).

HEAR DEM BELLS

"Is this the speedometer?" she asked, as she tapped on the glass which covered that instrument.

"Yes, dear," I replied in a sweet, gentle voice.

"Don't they call this the dashlight?" he queried, fingering the little nickelolated illuminator.

"Yes, honey." My words floated out softly as before.

"And this is the cutout?" she inquired.

"Yes, toodles," as I took my foot off the accelerator. Not more than 200 feet away our course was blocked by a fast moving freight train.

"But what on earth is this funny looking pedal?" she said in a curious tone, as she gave the accelerator a vigorous push with her dainty foot.

"This, sweetheart, is Heaven," I said in a soft, celectial voice, as I picked up a golden harp and flew away.—Yale Record.

Business Policy

Farmer: "I see you have reduced the fine for speeding from $10 to $5."

Country Judge: "Yes, the cusses were beginning to slow up."—Boston Transcript.

Consolation.

"Did you try to console the widow of the man who was killed in that motor car accident?"

"Yes—I told her that she could remember always that her husband had the right-of-way."—London Answers.

THE TRAFFIC COPPER

Under the busy Go-Stop sign
The traffic copper stands,
The cop is tall, eight feet or nine,
With six or 14 hands,
And the booming of his angry voice
Is strong as 15 bands.

Week in, week out, from morn till night,
You can hear his strident lays,
And wise is he—the driving guy—
Who every word obeys,
Or the judge will say: "One hundred bucks,
And likewise 90 days."

Of all damphools, the worst, by far,
Is he who drinks, then drives a car.

TEN AUTOMOBILE COMMANDMENTS.

Believing that the careful observation of a few simple traffic rules will materially help safer travel on the highways, the National Automobile Chamber of Commerce has issued "Ten Commandments of Safety for Motorists."

The Ten Commandments follow:

1. ALWAYS remember you are an engineer, fully responsible.
2. ALWAYS test your brakes when starting; and have them inspected frequently.
3. NEVER pass a street car when it is stopping, or, if the law permits, proceed very slowly past it at the legal distance.
4. EXERCISE especial care in crossing in front of a street car or in passing it, as you cannot tell what may be coming on the other side.
5. ALWAYS signal with hand when slowing down, turning, or stopping, even though you have an automatic or mechanical warning device.
6. LOOK before you back, and sound the horn three times.
7. TRY to drive with using the horn as little as possible. A sudden noise may stop pedestrians in their tracks rather than warning them.
8. DON'T count too much on the common sense of the other fellow. No one is 100% alert all the time.
9. DRIVE slowly in streets where children are playing. Remember your own childhood.
10. CROSS crossing cautiously. Warning bells may be out of order, watchmen or gate operators may be off duty. Trains cannot stop as quickly as you can. Shift into second to avoid stalling on tracks.

CAROLINA MOTOR CLUB
OFFICIAL GARAGE
AAA
CERTIFIED SERVICE

(Town, Name, Hours for Service, Phones—Day and Night, in order.)

Asheville—Weaver Motor Co.—7:30 A.M.-7 P.M.
Asheville—Cazel Auto Service Co.—12 A.M.-12 P.M.—358-358.
Aberdeen—A & M Garage—All hours.
Albemarle—Auten-Wolft Motor Co.—All Hours—126-126.
Asheboro—Highway Service Station—All Hours—142-27.
Black Creek—Aycock Auto Co.—4003.
Blowing Rock—Service Garage—All Hours.
Brevard—McCrary Motor Co.—6:30 A.M.-12 P.M.—198.
Bryson City—Sandidge Motor Co.—All Hours—82-2.
Burlington—Midway Auto Co.—7 A.M.-8 P.M.—J-812.
Burlington—C. P. K. Motor Co.—7 A.M.-8 P.M.—825.
Burlington—Front Street Service Station—6 A.M.-12 P.M.—241.
Chadbourn—D. R. Connors Garage—7 A.M.-6 P.M.—2 Rings; 3 Rings.
Charlotte—Auto Inn—All Hours—24-24.
Charlotte—Rust Motor Co.—7:30 A.M.-6 P.M.—218.
Concord—Cabarrus Motor Co.—6 A.M.-11 P.M.—400-132L.
Dillon, S. C.—Anderson & Covington Garage—7 A.M.-12P.M.—54. (Buick service only.)
Dunn—Z. V. Snipes Garage—6 A.M.-10 P.M.—24.
Durham—Grand Central Garage—7 A.M.-12 P.M.—1500-1500.
Durham—Durham Motor Car Co.—7 A.M.-10 P.M.—702-702.
Elm City—Braswell Motor Car Co.—All Hours—237.
Enfield—Thos. E. Marshall—7 A.M.—8 P.M.—262-211J.
Fairmont—Webster Motor Co.—7 A.M.-10 P.M.—39.
Franklinville—Franklinville Motor Co.—All Hours—95-95.
Fuquay Springs—H. H. Sessoms Garage—7:30 A.M.-6:30 P.M.
Fayetteville—Universal Garage Co.—7 A.M.-6 P.M.—186-187.
Fayetteville—Lewis Motor Co.—7 A.M.-10 P.M.—862-862.
Fayetteville—J & N Motor Co.—7 A.M.-6 P.M.—75-75.
Franklin—Porter Motor Co.—7 A.M.-9 P.M.—45-45.
Gastonia—Red Lion Service Co.—7 A.M.-10 P.M.
Gastonia—E. T. James Co.—All Hours—1937-827J.
Gastonia—Craig Chevrolet Co.—7 A.M.-8 P.M.—918-918.
Goldsboro—Harris Motor Co.—7 A.M.-10 P.M.—838-482.
Goldsboro—Standard Motor Co.—7 A.M.-10 P.M.—872.
Graham—Moon Motor Co.—7 A.M.-10:30 P.M.—558J-558J.
Greensboro—Greensboro Motor Car Co.—7 A.M.-6 P.M.—2500-1020W.
Greensobro—Winder Oil Co.
Greensboro—P. B. Comer Garage—6 A.M.-6 P.M.—931-931.
Greensboro—Boren & Swaim Service Stations (Gasoline and oil service only.)
Greensboro—Guilford Motor Car Co. (Franklin service only) 7:30 A.M.-6:30 P.M.—166-166.
Greensboro—Coble & Starr Motor Co.—7 A.M.-10 P.M.—678-684.
Greensboro—Mebane Motor Co. (Dodge service only)—8 A.M.-6 P.M.—2351-2351.
Greensboro—Hares Motors of the Carolinas—7:30 A.M.-9 P.M.—2836.
Greensboro—Thos. C. Hunt, Inc.—8 A.M.-6 P.M.—260-3002W. (Packard service only.)
Greensboro—Winder Oil Co. Phones 2605-2674-266.
Greenville—Sugg Motor Co.—7 A.M.-9 P.M.—429.
Hamlet—Seaboard Filling Station—7 A.M.-10 P.M.—143.
Hamlet—Auto Inn—6 A.M.-10 P.M.—71W-71W.
Henderson—Stevenson Motor Service Co.—8 A.M.-8 P.M.
Hendersonville—R R Motor Co.—7 A.M.-12 P.M.—198.
Hickory—Hickory Motor Corporation—6 A.M.-11 P.M.—405-24.
High Point—White Way Motor Co.—All hours except 9:30 A.M.-4 P.M. Sunday—393.
High Point—Sheraton Garage—7 A.M.-6 P.M.—485-485.
Hillsboro—Orange Motor Co.—7 A.M.-7 P.M.—98-110.
Jamestown—Jamestown Motor Co.—7 A.M.-10 P.M.—5321-5321.
Kannapolis—R. M. Housel Garage—6:30 A.M.-8 P.M.—33-133.
Kinston—Kinston Garage—7 A.M.-6 P.M.—414.
Laurel Hill—Pate Overland Co.—7 A.M.-6 P.M.—3911-3905.
Laurenburg—McNair Automotive Co.—7 A.M.-6 P.M.—303.
Lenoir—Merritt Motor Co.—Phone 52.
Lexington—G & G Motor Co.—All hours—7443-353.
Liberty—Smith Motor Co.—All hours—75-70.
Lincolnton—Hinsons Garage—7 A.M.-11 P.M.
Louisburg—Beck's Garage—7 A.M.-12 P.M.—341.
Lumberton—Townsend Motor Co.—7 A.M.-7 P.M.—196-154.
Madison—Rockingham Auto Co.—7 A.M.-7 P.M.—457.
Marshville—Marshville Motor Co.—7 A.M.-7 P.M.—154.
Maxton—Wilbarn Service Co.—7 A.M.-9 P.M.—215.
Mebane—James Warren Motor Co.—9 A.M.-6 P.M.—100-100.
Mebane—Elkins Motor Co.—7 A.M.-9 P.M.—134-91.
Monroe—Monroe Motor Co.—7 A.M.-7 P.M.—599.
Mebane—Mebane Auto Co.—9-97.
Morehead City—Service Garage—7 A.M.-6 P.M.—134W-1J.
Morehead City—Morehead City Garage—6 A.M.-6 P.M.—100-122J.
Morganton—Erwin Bolton Motor Co.—7 A.M.-6 P.M.—112.
Mt. Olive—J. L. Hatchers Garage—7:30 A.M.-10 P.M.—32-133.
Mt. Airy—General Motor Co.—6 A.M.-6 P.M.—42.
Nashville—Wheeless Motor Co.—6:30 A.M.-10 P.M.—68.
Newbern—Automotive Service Co.—7 A.M.-12 P.M.—866-866.
Newbern—Willis Motor Co.—7 A.M.-12 P.M.—287-794.
North Wilkesboro—W. W. Call Motor Co.—7 A.M.-6 P.M.—238.
Oxford—Crenshaw Motor Co.—7 A.M.-6 P.M.—1635.
Oxford—Granville Motor Co.—6:30 A.M.-6:30 P.M.—90-1R.
Pinnacle—Pinnacle Motor Co.—7 A.M.-10 P.M.
Ramseur—Moore Motor Co.—7 A.M.-10 P.M.
Randleman—Randleman Motor Co.—7 A.M.-9 P.M.—97-97.
Roanoke Rapids—Joyner Motor Co.—7 A.M.-6 P.M.—226.
Rockingham—Jenkins Buick Garage—7 A.M.-11-15 P.M.—341.
Raleigh—Motor Service Co.—7 A.M.-11 P.M.—777-1466W.
Raleigh—Franklin Auto Sales Co.—7:30 A.M.-6 P.M.—715-715. (Franklin service only.)
Raleigh—Sugg Motor Co.
Raleigh—Phinney Sales Co.—8 A.M.-5:30 P.M.—2065.
Reidsville—Square Motor Co.—7 A.M.-6 P.M.—356.
Rockingham—Jenkins Buick Co.
Rocky Mount—Edwards Cutchin Motor Co.—All hours—362-362.
Roxboro—Crowell Motor Co.—7 A.M.-6 P.M.—77.
Smithfield—Sanders Motor Co.—7 A.M.-10 P.M.—168.
Salisbury—Cal Cutting Motor Service Co.—7 A.M.-9 P.M.—441.
Salisbury—Motor Tire & Service Co.—7 A.M.-10 P.M.—456W.
Sanford—Hanner Motor Co.—7 A.M.-11 P.M.—200.
Shelby—Thompson Higgins Motor Co.—All hours—517-129.
Snow Hill—Moye Motor Co.—6 A.M.-10 P.M.—11J-11W.
Southern Pines—Davis Motor Co.—7 A.M.-11 P.M.
Southern Pines—Federal Service Station—7 A.M.-12 P.M.—308.
Spartanburg, S. C.—Magnolia Oil Co.—6:30 A.M.-12 P.M.—1486-1486.
Statesville—Yount Motor Co.—7 A.M.-9 P.M.—41.
St. Pauls—Auto Supply Co.—7 A.M.-8:30 P.M.—59.
Sylva—J. S. Higdon's Garage—7 A.M.-8:30 P.M.—1.
Summerfield—Square Motor Co.—7 A.M.-9 P.M.—262-211J.
Starr, N. C.—Seward Garage.
Thomasville—Motor Service Co.—7 A.M.-9 P.M.—368.
Tarboro—Corbett Bros. Garage—7 A.M.-6 P.M.—49.
Wallace—Wallace Motor Co.—7 A.M.-8 P.M.
Warsaw—Thomas Motor Co.—7 A.M.-6 P.M.—53.
Waynesville—Swift Motor Co.—7 A.M.-6 P.M.—176.
Washington—Claude L. Carrow Garage—7 A.M.-6 P.M.—330.
Weldon—Bounds Motor Co.—7:30 A.M.-9 P.M.—207-226.
Wilmington—MacMillan & Cameron—All hours—15-15.
Wilmington—MacMillan & Marshburn—26.
Wilson—Ruffin Accessory Shop—All hours—912-626-478.
Winston-Salem—Ideal Motor & Equipment Co.—All hours—103-107.
Winston-Salem—Franklin Motor Car Co.—7 A.M.-10 P.M.—95-95. (Franklin service only.)
Winston-Salem—Hunt's Packard Service Station—8 A.M.—2612. (Packard service only.)
Warrenton—Roy Davis Garage—7 A.M.-10 P.M.—60-60.
Williamston—B. R. Barnhill Garage—7 A.M.-7 P.M.—201-158.
Wilmington—McMillan Garage Co.

HOW TO OBTAIN EMERGENCY ROAD SERVICE

Do not fail to carry your membership card. No service will be given unless you have it with you when asking for aid. When you require Emergency Service, telephone nearest Official Garage listed.

Furnish the Official Garage with the information which is on your membership card.

Our nearest Official Garage will immediately send a mechanic to your aid; he will either start your car in thirty minutes so you can proceed under your own power or will tow you to our nearest Official Service Station, without expense to you.

Should you wish your car towed to any other than our nearest Service Station, you must bear the expense after leaving said station.

Your Club is not in the repair business. We only render Emergency Service and agree to do one of two things: Start you under your own power or tow your car to safety. We do not supply parts or accessories of any kind.

If your car is wrecked or disabled so it cannot operate under its own power; if there are broken parts or mechanical defects that cannot be repaired at the roadside within a half hour, our Service man will immediately tow your car to our nearest service station. When it arrives there, our responsibility ceases and you are at liberty to have your car repaired by whomsoever you wish.

In case of a puncture, our Service man will change your tires for you if you have a spare one, or he will put in a spare inner tube and inflate it. In no event will they repair punctures except at the expense of the member.

If the car can operate under its own power, without damage to itself, you are not entitled to our service. You must take it to a garage and arrange for its repair at your own expense.

Free Emergency Road Service is rendered to a distance of five (5) miles only, and a limit of thirty (30) minutes free work after reaching the car. Distance and time in excess will be paid for by the member.

Should you require gasoline, our Service men will bring you one gallon to enable you to proceed to a gas station. The member pays for the gas, the service being free.

As the name indicates, this is EMERGENCY ROAD SERVICE and no service of any kind will be rendered in a private or public garage.

The Club requests that you do not tip our Service men as they are paid by us in every case commensurate with service rendered.

In the case of a wreck where the car is insured, the member must pay the Service Garage for the tow as the insurance company will reimburse him for this.

Official Service Garages

All Service Stations used by the Club in rendering you aid are under a bond to the Club guaranteeing to our members preferred service. We will appreciate information and will carefully investigate **any lack of service on the part of our Official Service Garages or discourtesy on the part of their employees.**

Remember

if you manufacture, wholesale or retail a high-grade product, that it takes the highest quality of advertising printing to properly present your product to possible buyers. If you use indifferent printing, the same kind that is used to advertise competitive goods, void of merit, and sold only on price, you should not be surprised when the buying public puts your line in the same class as the competitive lines. Your advertising printing is the key to your opinion of the goods you are advertising.

There are a number of ways in which to prove these statements. The best way is to phone for a Scoggin Service Man and have him call on you with the proof. Today is the best day to phone. Bell 2203.

Scoggin Printing Company
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Fine Catalogs and Advertising

Need Half Tones and Zinc Etchings

Let us show you how well they are now being made in Carolina

Piedmont Engraving Co.
Masten Building
Winston-Salem, North Carolina

Mark of Autocharacter

MEMBERSHIP BENEFITS

- EMERGENCY ROAD SERVICE
- MEMBERSHIP BOND CARD
- $50 REWARD IF CAR STOLEN
- MEMBERSHIP IN A. A. A.
- RADIATOR EMBLEM
- FREE ROAD MAPS
- LIMITED LEGAL ASSISTANCE
- CAROLINA MOTORIST
- HIGHWAY MILEAGE TABLES

The Carolina Motor Club
INCORPORATED

Is a Business Organization Devoting Its Entire Resources to Bettering Conditions for Motorists in the Carolinas. Is a Member Club, not carried on for Profit, with Headquarters at GREENSBORO, N. C.

Sign and Mail this Application TODAY

Do It NOW

Carolina Motor Club, Inc.
Greensboro, N. C.

Gentlemen; Please have someone call on, or send full information and application to

*Mr. or Mrs.*____________________

*Home Address*____________________

*Business Address*____________________

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ARE NOW AVAILABLE TO CAROLINA MOTORISTS

WE wish to announce that we are distributors in this territory for the Nationally famous Sinclair Oils and Gasoline. The name "Sinclair" guarantees the very highest degree of motor fuel or lubricant. Sinclair products are now ready for you at each of our service stations listed below. Drive into one of them today, "fill up" with Sinclair and be sure hereafter of the highest efficiency in the performance of your motor.

CENTRAL OIL COMPANY

The famous racing driver, "Tommy Milton," used Sinclair products when he made the world's record for one mile.

Tying the fame of Sinclair to the rapid, accurate, attentive service for which our filling stations are known, enables us now to give the last work in satisfaction.

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High Point Road at Fair Grounds.

BOREN AND SWAIN SERVICE STATION
Cor. Green and Gaston Streets.

COBLE AND STAR MOTOR CAR CO.
South Elm Street.

T. & H. MOTOR
Davie Street

DAVIE STREET AUTO EXCHANGE
Davie Street

ARCADE SERVICE STATION
Across from O'Henry Hotel.

GREENSBORO MOTOR CAR CO.
West Market Street

GUILFORD MOTOR CAR CO.
Library Place near Gaston St.

DAVIE STREET SERVICE STATION
Davie Street

W. R. GOLDEN'S STORE
High Point Road.

WEST END MERCANTILE
Winston-Salem Road.

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Finest of Modern Accommodations at either end of the 200-mile journey from the Piedmont Plateau to the Blue Ridge

THE O. HENRY, Greensboro

Typical "Good Hotel in a Good Town", expressing the Foor and Robinson ideals of convenience, accessibility, luxury, orderliness and prompt, competent service.

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Now building at Charleston, S. C., to open January 1. A modern hotel in an atmosphere of tradition.

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Spartanburg, S. C., furnishing ideal service in the textile mart of the Palmetto State.

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Built after the O. Henry, equalling the O Henry in cuisine and service and excelling it in beauty of design and decoration. Located in the "Wonder City of Southern Industry."

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Now building. Will be completed shortly. To crown the Queen City. Worthy of Charlotte's business eminence.

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Is to be completed the coming spring. Will be the show place of the Carolinas—the last word in hotel beauty, luxury and service for tourists or business people.

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Scoggin — Winston-Salem

CAROLINA MOTORIST

OFFICIAL PUBLICATION

November, 1923

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Excellent location in good North Carolina town of about ten thousand. Splendid showrooms, repair shop, storage. Small stock accessories and equipment. Other business requires owner's attention. Address "S. M.", care Carolina Motor Club, Inc.

It's Not a Home 'till it's Planted

It's only just a house until you have some Roses over the porch, Shrubs for the border, and Shade Trees for the lawn. Let our landscape planners help you. Write us. Also send for our new catalog of ornamentals and fruit trees.

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Pomona, North Carolina

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Going to Asheville

If en route to Blowing Rock, follow No. 10 this far and cut across via Rhodhis to Lenoir.

Visitors Always Welcome

HOWARD-HICKORY NURSERY

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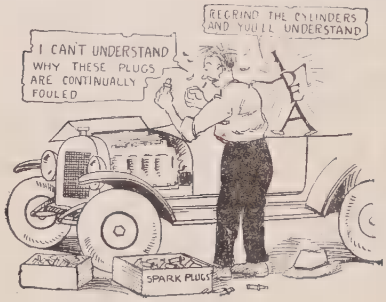
Hickory, N. C.


I CAN'T UNDERSTAND WHY THESE PLUGS ARE CONTINUALLY FOULED
REGRIND THE CYLINDERS AND YOU'LL UNDERSTAND
SPARK PLUGS

We Are Now Ready to Overhaul Your Car For the Winter

WE MAKE 'EM JAZZ

We have the equipment and necessities to do efficient and dependable work on all makes and models of cars and trucks from the complete rebuilding job to the smaller repair job.

COMPLETE STOCKS AND SERVICE STATION

Bosch Ignition, Stromberg Carburators, Lincoln shock absorbers, DeLuxe Pistons, Gray-Davis Generators, Wrist Pins, Rings, Bushings, Cylinder Grinding, Starter Fly Wheel Gears, Crankshaft Grinding, Valves, Clutch Facings, Springs.

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We carry a complete stock of Accessories for your car. **Brakes Lined on the Flat Rate System.**

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THE HOME OF AUTOMOTIVE REPAIRING
PAIGE — DEALER — JEWETT
PHONE 931 — 306 E. MARKET ST.

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You will be pleased with our *Double Services*

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Prices Very Reasonable

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M. W. STERNE, Manager

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Carolina motorists will find a hearty welcome and the best of food, rooms, company and sport at Pinehurst. The Saturday night dances and the Sunday night concerts at the Carolina make week-end visits particularly popular. A mid-week trip takes in the Wednesday matinee races.

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RIDING, etc., etc.

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Leonard Tufts, President
Pinehurst, - - - North Carolina

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CAROLINA MOTORIST

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Send me copy of December Carolina Motorist and 24-page "Story of Carolina Motor Club", with no obligations on my part.

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Street No. ______________ Kind of Car ______________

City ______________________________

CAROLINA MOTORIST

Volume 2 GREENSBORO, N. C., November, 1923 Number 1

TITLE LAW IN NORTH CAROLINA SAVES EVERY CAR OWNER FROM $1.50 TO $10

Reduces Thieving of Cars, Says W. J. Burns —Has Already Reduced Theft Insurance Rates—Title to Car Just As Important as Deed to Property. Ignorance of R. S. Bond of Rowland, Et. Als., Refreshing.

By C. W. Roberts

WILLIAM J. BURNS, head of the Bureau of Investigation of the United States, Deprtment of Justice, says that in states where adequate Certificate of Title laws are in force that thieving of Automobiles have been reduced to a large degree; and he further says that when all states have passed such a law automobile stealing will be practically eliminated. This is proof enough that a law can and has been written that will stop automobile stealing.

The Certificate of Title law is not something entirely new. Other states have tried it out and found it a good law. No one is in better position to speak for the value of this law than William J. Burns.

Yet we hear all kinds of complaints about the law, simply because it is necessary for car owners to fill in and mail a blank showing that they are the rightful owners of their cars. It is anticipated that this very form will turn up a number of stolen cars. The law would be useless if this information was not obtained so as to make out a proper certificate of title.

Numerous letters have appeared in the papers of the state. R. S. Bond and others have been writing, or getting some one to write for them, complaining that the law was passed to provide jobs but that none who applied could get jobs. Well, it would appear then, that none, or very few additional jobs were created. Joe Sawyer, who is Manager of the Automobile Department of the Secretary of State's Office, is handling this work without additional executive help. Of course additional clerical help was probably necessary and we believe that Joe Sawyer employed the best clerks he could find for the money. It seems that there were lots of job hunters who expected to get some soft snaps when this law went into effect. They can now rest assured that Secretary Everett, nor Manager Joe Sawyer are not accustomed to passing out soft snaps. Most any fellow who needs a job and hasn't more ambition than to seek a clerkship in a Department, certainly isn't needed by that department. The work of the Automobile Department is such that should appeal to young ladies especially, and they make up most of the force in that office.

Theft Insurance rates have already been reduced ten per cent on all cars. This alone means a saving of from $1.50 to $10.00 on every car, and if an owner has no Insurance then he should be doubly pleased to have such a law as he is dependent entirely on it for the protection of his car.

Surplus funds derived from this registration are to be used in prevention of thieving and possibly in running down automobile thieves.

There are lot of car owners who are not property owners, they probably do not own property because they are not able and never have been, and if they were they would object to the trouble of getting a deed to their property.

A title to a valuable automobile is just as important as a deed to a piece of real estate, if not more so. Real Estate can not be carried away, an automobile can be moved.

The ignorance of R. S. Bond and the many others who have expressed themselves regarding this law is really refreshing. Any person capable of thinking, and taking time to think, will appreciate the value of this law as a means to prevent cars from being stolen and a law to reduce the temptation of any one stealing a car. We need more laws that will have a tendency to prevent crimes rather than to punish the criminal after the crime has been committed.

This law was not passed for pastime. Results in other states were studied, the need for a law to prevent the stealing of cars was known to all thinking people, and the bill as passed was drawn up to meet this need.

The trouble is that many people are so selfish themselves that they would never think of doing anything, or advocating any laws that would not directly benefit themselves, that they believe everybody else has a selfish motive for everything they do.

The Carolina Motor Club belongs to its members, has no axe to grind, no salaried officers, pays no dividends, except in benefits to members. Its sole purpose is to improve conditions for owners of cars and trucks in the Carolinas. It is filling a need and is appreciated by the best class of citizens of the Carolinas.

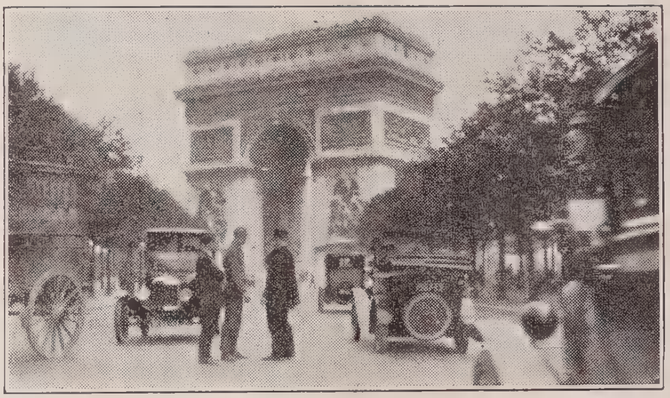
TOURING THE WORLD WITH CAROLINA MOTOR CLUB MEMBERSHIP -- BEAUTIFUL ROADS

ROBERT R. REYNOLDS, a member of the Board of Advisors of the the Carolina Motor Club, residing in Asheville, N. C., is touring the world in a specially equipped Ford truck. Bob, as he is known, has the emblem of the Carolina Motor Club memberhip displayed on the front of his vehicle.

On his return to this country Bob Reynolds will write a series of stories for *The Carolina Motorist,* telling of his travels around the world. Readers of this publication have something interestng to look forward to.

Here are produced two views of Mr. Reynolds and his companion, Jennings:

No. 1. Scene of self and car on lovely roadway in Sunny France. There I had stopped for a moment to close one of the flaps on the car, not to give my attention to a puncture for they are but rare in the life of a motorist over here for the roads are perfect. You wll note that even in the country hundreds of kilometers (where this photo was made) the sides of the roads are lined, or rather curbed, with heavy stone. The roads throughout Continental Europe, one might say, are lined with fine trees and motoring anywhere in Belgium, France, Holland, Germany, Switzerland and Italy is a real pleasure, not only from a standpoint of perfect highways but also from the viewpoint of scenic beauty.



No. 2 shows a snap shot of my companion, Jennings, and myself on the Champs Elysee, near the Arc de Triumph, constructed by Napoleon. You will note that we are having quite a tilt with a policeman. He halted us here to advise that trucks were not permitted to drive on the Champs Elysee. An argument arose and here we are receiving instructions from him concerning traffic laws and regulations in Gay Paree.

MEDICAL TESTS OR MOTOR-DRIVERS.

These are required in France by recent legislation, and something of the kind for England is advocated editorially by The Lancet (London). Complications which may arise from the new legislation are discussed in a recent number of Le Sealpel (Paris). What, for example, asks this paper, is the physician to do who is consulted by an epileptic chauffeur? If the chauffeur insists on continuing his employment, the physician is faced with the disagreeable alternatives of warning the chauffeur's employer or being held responsible for some fatal accident at a later date. To quote the London journal:

"Among the proposals recently made in the Academy of Medicine in Paris it was suggested that no license should be given to any one under the age of 21, that chauffeurs suffering from faulty vision or hearing should be subjected to a medical examination by a specialist every year, and that no license should be given to any one without a medical examination at which the heart, the arterial pressure, and the functions of equilibrium and co-ordination have been found to be in good order. The first of these three requirements seems to be overshooting the mark; many fools remain reckless all their lives, and many persons are level-headed while still in their teens. But the other two conditions are worthy of serious consideration, after a recent accident it transpired that the owner-driver of a car was totally deaf, being accompanied on that occasion by his wife, who was also deaf; and it would be well if such diseases as epilepsy, chronic alcoholism, and addiction to drugs were made disqualifications for driving licenses. The objection may be raised that even if medical examinations were enforced as a step to qualifying for a driving license, diseases such as addicition to drugs could easily be concealed, and the true facts of the case might not be revealed till an inquest was held on the driver's victim. But even if the mesh of the medical examiner's net were to prove too coarse for certain slim applicants for driving licenses, it would yet serve a useful purpose in discouraging some of the least physically fit from applying for a license. At an inquest recently commented on in a leading article in The Manchester Guardian, the driver's excuse for the accident was, 'I completely lost my head.' As pointed out in the journal, the driver would probably have been able to pass any likely official test in the week before the accident. It is evident, therefore, that no tests, medical or other, can guarantee a fool-proof state of affairs, but it would be well if efficiency tests for motor driving were made as searching and stringent as possible."—*Literary Digest.*

PRAISE AND CRITICISM FOR NORTH CAROLINA

Yadkin Bridge Keeper Reported Discourteous.

September 10, 1923.

Carolina Motor Club,
Greensboro, N. C.

Dear Sirs:

As a member of the Keystone Automobile Club of Philadelphia, Pa., I want to thank you for the courtesy extended by your Greensboro office and it affords me pleasure to comment most favorably on the general courtesy of drivers in North Carolina.

However, I must take the liberty of calling your attention to a gross evil that you doubtless will correct and at the same time I will mention one instance of the most flagrant act of discourtesy that I have ever known on the part of a Southern white man. I cannot say gentleman.

To wit, while crossing the Yadkin River bridge yesterday about six P. M. going South; after blowing my horn loudly I was allowed to cross the bridge to within two hundred yards of the toll gate when the keeper allowed a man, driving N. C. License 191371, to enter the bridge, and notwithstanding that the man was alone and I had my wife and daughter with me, the keeper under threat of arrest forced me to back out practically the entire length of the bridge, when the other man had he been a gentleman could have backed less than fifty yards and allowed us to pass.

Then on our return to the toll gate, the keeper evidently for the purpose of intimidation, had present a deputy sheriff who claimed to be an employee of the Bridge Company.

I am sure that your worthy Club will take steps to abolish an evil of this kind, which certainly detracts from the pleasure of driving on your wonderful roads.

Thanking you again for your courtesies, I am,

Yours very truly,
(*Signed*) B. W. HEYMAN,
Keystone Club No. 17590.

308 Chestnut Street,
Philadelphia, Pa.

THEY TURN TO THE MOTORIST FOR DOUGH.

When public funds are running low,
Where is it that they turn for dough?
The motorist.

Whenever taxes must be raised,
Where have the taxers always gazed?
And soaked us even while they praised?
The motorist.

Who pays in first to Uncle Sam
For touring car, or truck or tram?
The motorist.

Who pays the city, county, state,
His special taxes—higher rate—
To keep the roads and ditches straight?
The motorist.

—***The Hoosier Motorist.***

FUMES FROM EXHAUST DANGEROUS WARNS DOCTOR.

Two Men Seriously Affected in Auto Parade in Cincinnati.

Serious illness and even death may result from allowing the automobile engine to run in a closed garage while the owner is making adjustments or driving closely behind a closed body truck, bus or car, is the warning given by Dr. L. S. Colter, vice-president of the American Automobile Association. Dr. Colter cites the narrow escape from death resulting from carbon monoxide gas poisoning of two young men who were piloting an automobile float entered by the Cincinnati Auto Club in a recent civic parade in Cincinnati. The parade was moving slowly and in close formation and the young men were enclosed in a specially built cab. The carbon monoxide gas fumes from the exhausts of the cars and trucks ahead resulted in both young men being hurried to the hospital for emergency treatment. Young ladies of the float were affected by the gas to a milder degree.

"Poisoning from carbon monoxide gas from the exhaust of the automobile engine is more prevalent than the average automobile owner appreciates," said Dr. Colter who as a physician and an enthusiastic motorist, has made a special study of the subject. "Often motorists are affected and do not recognize that the symptoms of fatigue, headache, shortness of breath, dizziness and possible nausea result from carbon monoxide gas poisoning. The American Automobile Journal in its August number quoted a report from the Ohio State Department of Health showing all cases of poisoning from the deadly gas from automobile exhausts with 34 deaths during the first ten weeks of last winter.

"Not only is it dangerous to run the engine in a closed garage but considerable risk is incurred in trailing too closely a truck with a large body which prevents the gas thrown off from spreading out. The same is true of a large closed passenger car or bus.

"With cool days approaching, the motorist will do well to avoid getting in too close contact with the confined fumes from the exhaust of an automobile engine."

DID YOU EVER STOP TO THINK—

That the city that gets the publicity gets the business.

That advertising a city is a business, not child's play.

That people will go miles to get to a good live city to trade.

That your property will increase in value when the outside world knows your city is wide-awake.

That people from neighboring cities will come where there is something doing.

That now is the time your city and business need advertising more than ever before.

That if you don't get out and go after the trade, some neighboring city will.

That if they do, they will get the business you should get.—*Norton Telegram.*

QUITE A BUMP.

The tin roof of a Kansas store was torn off and rolled into a compact bundle by a cyclone. Having a sense of humor, the owner wrapped a few strands of bailing wire around the ruin and shipped it to Henry Ford. In due time came a communication saying: "It will cost you $48.50 to have your car repaired. For Heaven's sake, tell us what hit you."—*American Motorist.*

MAY STOP GRADE - CROSSING ACCIDENTS

By A. H. Purser.

A DEVICE which checks the speed of motorists to a safe point before permitting machines to cross the tracks, has been invented, according to the inventor, Alfred H. Purser of Hempstead, L. I. The device entirely eliminates the human factor, as well as dependence upon electric current or lights, bells or signs. It consists of a concrete wall, three feet high, parallel to the road to a point about 100 feet from the tracks. At about 50 feet from the tracks the wall forms an angle of 60 degrees until within a few feet of the rails, when it joins a similar wall parallel to the rail right-of-way.

An angle of the road is thus formed, which, it is said, compels a speeding motor car to slow to a speed of five miles per hour before the tracks proper can be reached, while obstructing in no way the vision of either the driver or the engineer. The passageway is but wide enough for one car at a time, thus eliminating possible confusion or crowding on the tracks.

"The speed maniac ignores all the devices for protection against accidents thus far set up by the railroads," Purser said in discussing the device. "All of these methods of protection, however, depend on a human or mechanical element. This device does not depend on such elements. It compels the operator of a car to slow down to almost a standstill before he can make two turns with his automobile to cross the rails. Thus he is afforded plenty of time in which to learn whether a train is approaching, and at the same time it gives the engine driver of the train an opportunity to see him and resort more vigorously to the use of his siren to warn the automobilist of danger ahead.

"As each car enters the device it is compelled to fall in behind the preceding vehicle, and thus the fellow who is willing to take a chance against death by going around other waiting cars is prevented from doing so by the concrete walls, which are high enough to prevent a car from bounding over them.

"The greatest advantage of the device from the motorist's viewpoint is that he has to make two right-angle turns at five miles an hour before he can start to cross the rails. The device is equally advantageous day or night. In the day-time, of course, the motorist can get a clear view of the tracks over the concrete walls, while at night the headlights of his car not alone serve to reveal the thick concrete abutment ahead of him as he enters the angle, but they also serve to warn the engine driver of the presence of the automobile near the tracks. The bridge work and approaches to a grade crossing cost anywhere from $40,000 to $85,000, while this device can be installed at an expense of not more than $3,000."

The Purser Safety Crossing System incorporates the following features:

a. Absolute safety to the vehicle operator due to controlling the speed on the highway at a grade crossing.

b. Gives motorists clear view of both tracks.

c. Eliminates the racing of cars over a crossing.

d. Eliminates cars passing each other at a crossing.

e. Gives engineer automatic notice that there is a car at a grade crossing at night.

f. Does away with the uncertainty of warnings at the present day with gates, bell, light, man with sign, and soforth.

g. Cost of construction about 20 per cent of that for a bridge.

h. Great saving in taxes to the taxpayer.

i. Saving in expense to the railroad.

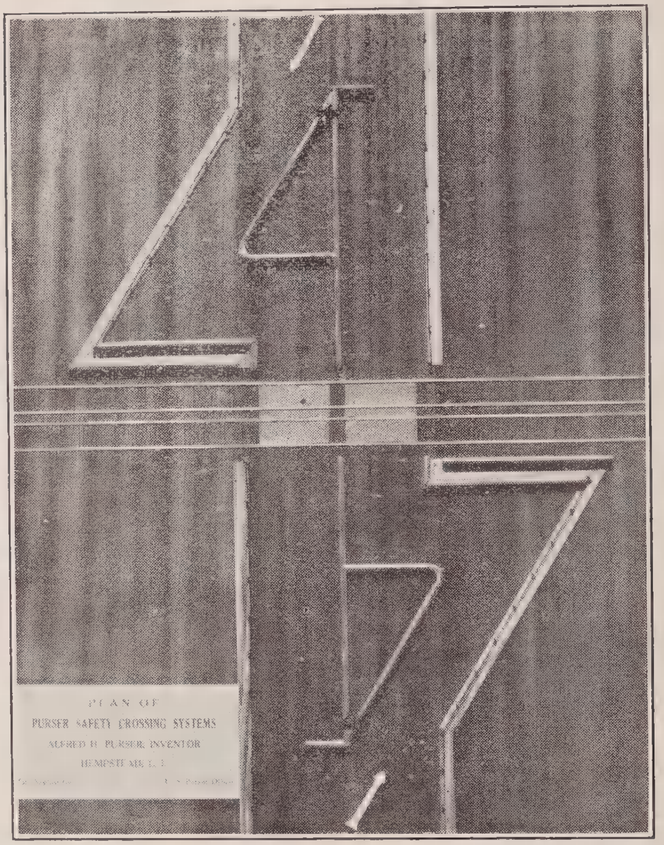
j. Can be adapted quickly, at approximately ten days' time, per crossing.

k. Conforms with all traffic regulations on the highway.

l. Eliminates human and mechanical elements.

m. Is absolutley foolproof.

And, many other features.



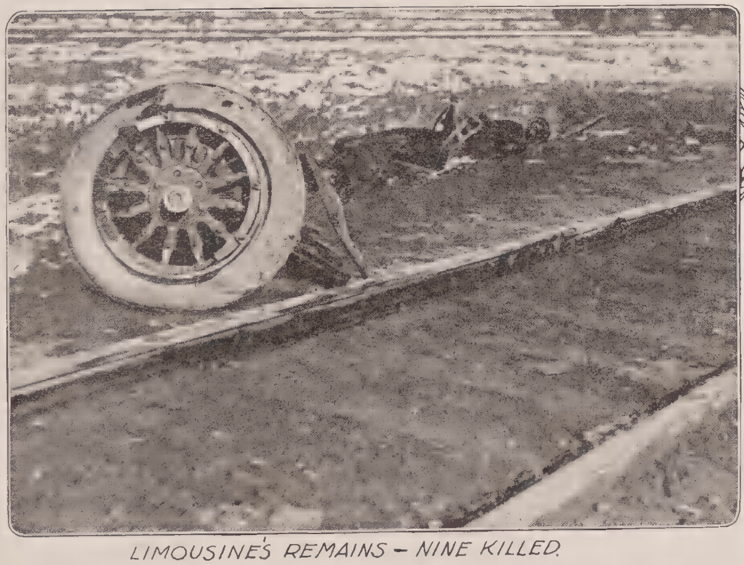
Wide World Photos

PURSER'S invention is shown above. The structure is made of concrete, three feet high, and the entrances (indicated by arrows) are so constructed as to compel a motorist to slow down for the right-angle turn to the left, at which his speed will be moderate enough for him to observe a red lantern if a train is approaching. This is expected to counteract the tendency of motorists to try and match their speed against the trains in an attempt to beat the engine across.

THAT CHARMING WESTERN SCENERY.

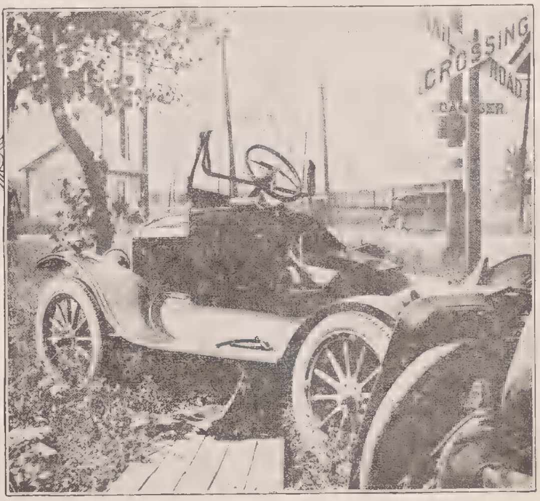
In Yellowstone National Park, Herb Cavaness of Chanute saw an over-crowded Ford car with a horse-saddle over the hood and a boy riding astride it. Going on into Montana, Herb observed a Ford carrying the family goat from which the milk was extracted when it came time for the tourists to eat.

THEY DIDN'T BEAT THE TRAIN.

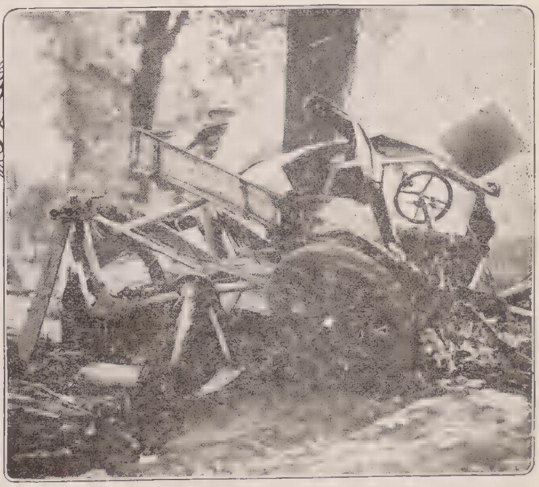


LIMOUSINE'S REMAINS — NINE KILLED.

15 DIED IN THIS BUS.



THIS CAR WAS HURLED 50 FEET.



THE DRIVER THOUGHT HE COULD

FLORENCE, SOUTH CAROLINA, A TOURIST CENTER

By Chas. W. Morrison, Secretary Chamber of Commerce

If it is true, as Fred G. Warde states in a recent article in the Charleston News & Courier, that the Atlantic Coastal Highway, of which he is secretary, will be traveled five times as much as any other highway in the United States, then Florence, S. C., is destined to become the greatest junction point of road travel in the whole southeast. At this point converge a number of what may be termed feeders for the Coastal Highway, though of themselves, they are major enterprises. Chief among these is the Stonewall Highway, beginning at Myrtle Beach, extending through Florence to Charlotte, Asheville, Knoxville, and on to Chicago. When this is made a hard-surfaced highway to the North Carolina line, as the project before the coming legislature will demand, and there join the splendid North Carolina system all tourists from Chicago east will be offered the most direct and interesting route to Florida by way of such delightful port cities as Charleston, Savannah and Brunswick.

In addition through Florence will pour the major portion of the large summer vacation travel seeking the joys of Myrtle Beach and Murrells Inlet and other sections of delightful shoreline which are yearly increasing in popularity. The highways leading to the capital through Sumter and to Camden carry their portion of state and interstate traffic.

The full development of this traffic depends immediately upon the completion of two or more large bridge projects now under way and rapidly nearing completion and the adoption of the Good Roads program which the coming session of the state legislature will be called upon to decide or at least submit to a vote of the people. South Carolina roads are vastly improved over those deemed sufficient only a few years past and millions are being spent in bringing them to a more satisfactory condition. The significance of these facts is being recognized by agencies concerned in serving tourists. There are several different commercial hotel projects under consideration and it is practically certain that one of the plans offered will be adopted in the near future. A tourist hotel with golf course, polo grounds and so forth are included in a survey recently made by the representative of a large concern interested in such enterprises. Local capitalists have begun developments that practically insure the future of Florence as a winter resort and tourist center.

In designating the streets to be included in the paving program practically completed all outlets to principal highways were paved to the city limits even through sections thinly settled and given over to colored occupation. This insures continuous good roads and is a part of the effort to prepare for the prospective development of tourist requirements. The establishment of suitable camping grounds is under discussion and the provision of this accommodation is assured when needed.

Several prominent citizens have obtained membership in the Carolina Motor Club and many others should do so. The thought and attention of the people of Florence should be centered on the importance of all matters bearing on this matter and this should be brought about in no better way than by the establishment of a strong association here under the auspices of the Carolina Motor Club. Aside from the numerous personal advantages offered the individual members the business interest and future growth of this city demand that every citizen who has the good of Florence at heart become an active member.

HOW TO ELIMINATE GRADE CROSSING ACCIDENTS—ELIMINATE GRADE CROSSINGS.

Although the number of people killed in grade crossing accidents has been reduced from 1,969 in 1917 to 1,259 in 1922 despite the great increase in the number of automobiles, officials of the American Automobile Association still believe that one of the cardinal principles of safety to the motorist is the exercise of due caution at grade crossings.

"The ideal situation, of course," said M. O. Eldridge, Executive Chairman of the A. A. A., "will be the entire elimination of the grade crossing. The expense of such an undertaking, however, prohibits its being carried out at any time in the near future and until this ideal condition can be reached it behooves every motorist to exercise the utmost care at these crossings.

"The American Automobile Association is on record as opposing any law designed to force the motorist to come to a full stop before crossing a railroad track at a grade crossing. We feel that there is nothing in this law to expedite traffic and that it only works additional hardship on the motorist.

"In Virginia and North Carolina where this law is in effect it has proven a fruitful source for revenue for fee-grabbing magistrates and constables and at one particular crossing has enabled foot-pads to hold up a number of motorists.

"Safety campaigns conducted by the A. A. A., the American Railway Association and other organizations have succeeded in reducing the number of deaths and accidents considerably, but there is still room for improvement and we believe that 1,259 people are too many to meet death at grade crossings in one year's time."

Statistics furnished by the Interstate Commerce Commission show that in 1917 there were 1969 people killed and 4764 injured, a total of 6733 killed and injured; in 1918 there were 1852 people killed and 4683 injured, a total of 6535 killed and injured at grade - crossings; in 1919, 1784 were killed and 4616 injured, a total of 6400 killed and injured; in 1920 accidents again showed an increase, there being 1791 killed and 5077 injured, a total of 6868 for this year; in 1921 a sharp reduction was made, there being 1262 killed and 4025 injured, a toal of 5687 killed and injured; in 1922 the death list dropped slightly but the injured list increased, there being 1259 killed and 4493 injured, a total of 5752 killed and injured.

Through educational work conducted through its 300 affiliated clubs, the A. A. A. hopes to bring about another material decrease in the number of deaths and accidents at grade crossings for 1923.—*From A. A. A. Publicity Bureu.*

An ancient car chugged painfuly up to the gate at the Elgin races.

The gatekeeper, demanding the usual fee for automobiles, called:

"A dollar for the car!"

The owner looked up with a pathetic smile of relief, and said:

"Sold."

—Illinois Siren.

CAROLINA MOTORIST

Published Monthly by

Headquarters, Greensboro, N. C.
One dollar per year. Ten cents the Copy. Membership in Club includes subscription.

THE CAROLINA MOTOR CLUB is a business organization devoting its entire resources to the bettering of conditions for motorists in the Carolinas. A members' club, not carried on for profit.

OFFICERS
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Waldo Porter, Greensboro, N. C.……Treasurer
W. H. Evans, Greensboro, N. C.……Asst. Bus. Manager

Vol. 1 November, 1923 No. 8

We fully realize that the Carolina Motor Club must live down the reputation which commercial, skin game, fake, fly-by-night, worthless money-grabbing, so-called automobile clubs have created in the South. We are overcoming this rapidly, but still have some doubters as to the ability of the Carolina Motor Club to live and give the service which it promises. It is living and growing in spite of those fellows who are profiting from our work and refuse to support the organization. Never mind we will be patient, we know the price must be paid and the sacrifice made in order to achieve success. We entered the work with those problems well known to us. We expected to crawl before we ran, but we are running now; we have friends, friends of the best class, some dealers and some garages don't like us because we have succeeded. We don't blame those who had to be shown; we have shown them.

WARNING

Despite the efforts of the Motor Club to keep you clear of the courts of the money-hungry justices of the peace in many towns in Carolinas, members are being summoned to appear in increasing numbers every day. We will probably publish soon a list of the towns which are conspicious in this money-grabbing fine mill proposition. In the meantime we urge our members to obey the law to save paying a fine.

ADVOCATES UNIFORM TRAFFIC REGULATION.

Former Detroit Police Commissioner Deplores Public Attitude to Traffic Crimes in Statement to A. A. A.

A uniform code of traffic regulations, given a stricter enforcement generally and a closer co-operation between the traffic authorities, automobile clubs and civic bodies qualified to bring it about, is the remedy suggested by Dr. James W. Inches, former police commissioner of Detroit, in a general way for the traffic difficulties which the cities are now facing. Doctor Inches has prepared a detailed statement for the American Automobile Association, giving his observations from actual experience in dealing with the problems of Detroit as police commissioner of the automotive city of over a million population for a period of five years.

Doctor Inches is a strong advocate of jail or prison sentences for those who flagrantly endanger the lives of citizens through recklessness or operating a car while under the influence of liquor. He deplores the apathy of the public toward what he terms "traffic crimes" as distinguished from minor offenses against traffic laws. In his statement Doctor Inches cited the fact that in 1,000 deaths resulting from traffic accidents, only one violator had been given a penal sentence. Evidence was produced in some of the cases showing plainly the driver was under the influence of liquor. In the case of a child murdered, Doctor Inches stated, the utmost excitement prevailed and the murderer was promptly brought to trial and sentenced. The proper public sentiment back of the courts in giving jail or prison sentences to proven reckless and drunken drivers, Doctor Inches stated, will do much to correct the traffic troubles and at the same time remove any feeling of resentment against the larger percentage of motorists who obey the laws.

Doctor Inches gave definite figures from his own city of Detroit to show the valuation of co-operation of civic bodies with the traffic authorities. The Detroit Auto Club, he stated, through the continuous educational safety work and safety first campaigns has contributed materially to a lowering of the percentage of fatalities to the numbers of cars owned below that of any other city.

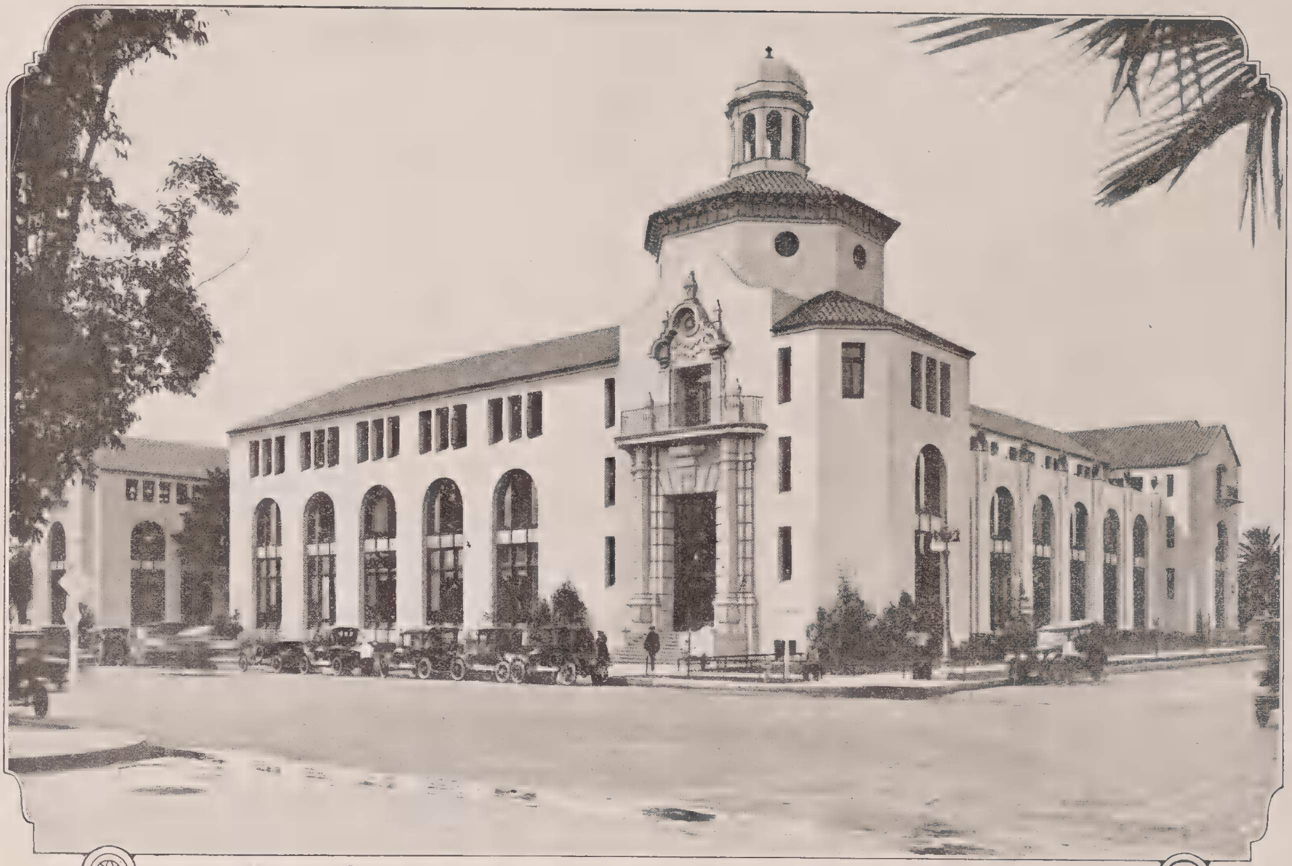
COMMON SENSE IN DRIVING.

Under the caption "Needed—A Little Common Sense," the Washington Herald, discussing editorially the oftentimes contributing causes to accidents on the highways, says in part:

"Just as there are careless, thoughtless automobile drivers, there are thoughtless and careless pedestrians. * * * No good purpose is served if a driver exercises every care and obeys all regulations if some pedestrian carelessly or arrogantly 'hogs' the right-of-way. Indeed, it is an arrogant feeling, fostered we presume somewhat by that "sour grapes attitude, on the part of walkers, which causes a large percentage of accidents. * * *

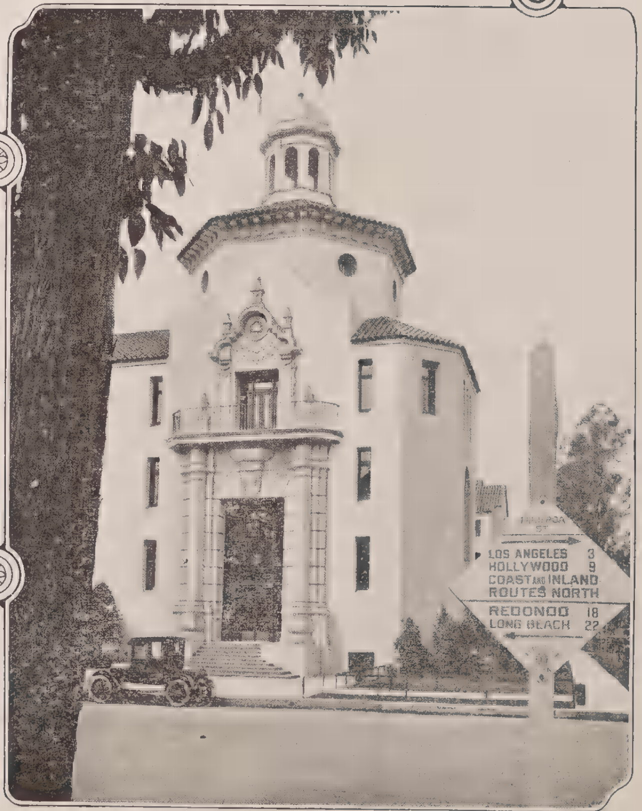
"A sense of fairness should be enough to impel the pedestrian to go 'fifty-fifty' with the motorist and not cause unnecessary inconvenience. If he is lacking in this element, then a due regard for his own health and safety should cause him to exercise care in disputing the right-of-way with automobiles. * * * Common sense is the only remedy—common sense tinctured with a spirit of fairness and good sportsmanship."

Speaking of the science of parking, the only individual who seems to have mastered it is the one who makes the sardines snuggle up in the can.—*Detroit Motor News.*



NEW HOME OF AUTOMOBILE CLUB OF SOUTHERN CALIFORNIA, LOS ANGELES.

ENTRANCE TO PATIO AND GARAGE.



MAIN OFFICE ENTRANCE.

The Ambition of the Carolina Motor Club

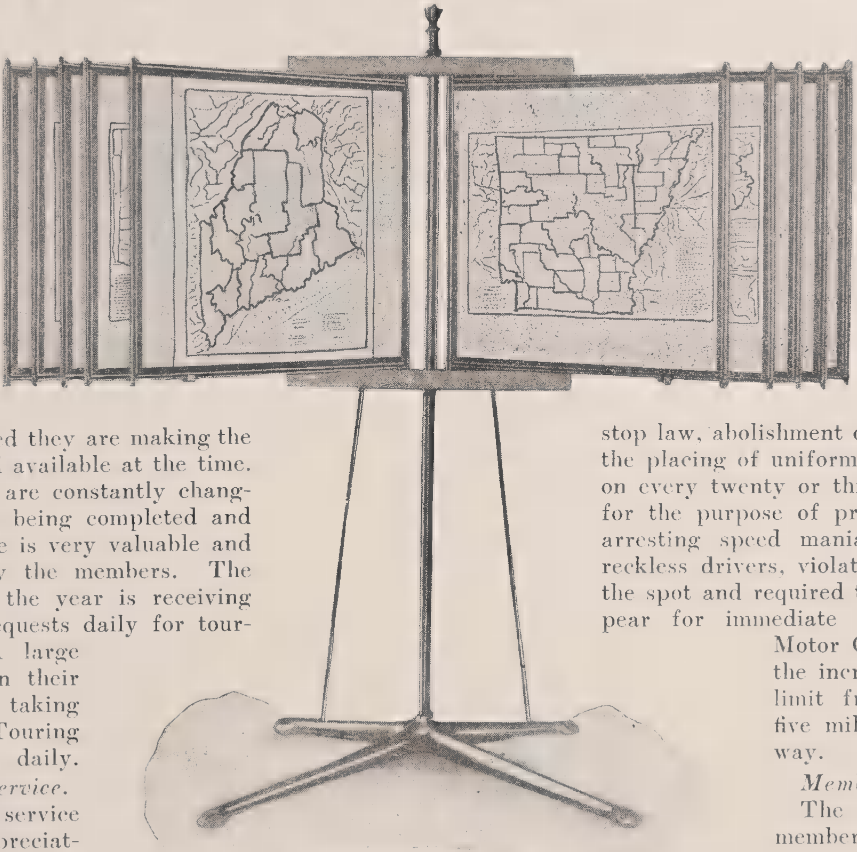
CAN YOU AFFORD TO BE WITHOUT IT?

By W. H. Evans

THE services now extended by the Carolina Motor Club make it profitable to be a member of the organization. The Carolina Motor Club emblem on your car is a sign of autocharacter. It commands respect above that of the ordinary motorist, and assures you of fair treatment at the hands of garage and service station men throughout the Carolinas.

Touring Information

Touring information is extended to members upon request; speedometer readings being given to any part of the United States or Canada, as well as complete routing being compiled for members contemplating long trips or tours. Our Touring Bureau takes all the inconvenience and uncertainty out of long or short trips, thus enabling our members to rest assured they are making the trip over the best road available at the time. As the various routes are constantly changing due to new roads being completed and opened up, this service is very valuable and highly appreciated by the members. The Club at this time of the year is receiving approximately fifty requests daily for touring information. A large number of tourists on their way to Florida are taking advantage of the Touring Information Bureau daily.



These Fixtures Are On Display In Leading Hotels

Emergency Road Service.

Emergency road service is beginning to be appreciated by the members of the Club. There is an Official Garage in practically every town in North Carolina and quite a number have been appointed in South Carolina. In case of accident or breakdown the nearest garage can be called and if the difficulty of the member cannot be repaired in thirty minutes on the road, then the garage is under contract with us to tow you to safety without charge. Details of this service can be obtained upon request.

Membership Bond Card

Your membership card in the Carolina Motor Club is good for $50.00 bond, and in case of arrest for speeding or traffic violations is accepted by most city and county officials throughout the Carolinas.

Fifty Dollars Reward If Car Is Stolen.

The Carolina Motor Club Emblem carries with it a fifty-dollar reward for the recovery of your car in case it is stolen, and the Club notifies all garages, filling stations, police officials, and sheriffs within a distance of five hundred miles upon being notified of the loss of a member's car. This notice is broadcasted by radio, telegrams sent, twenty-five hundred notices mailed at once. The percentage of loss sustained by Motor Clubs using this recovery service is very low, due to its effectiveness.

Legal Assistance

Limited legal assistance is rendered members, who feel they have been unjustly arrested and fined under the fee system now in practice in certain localities throughout the state. The Carolina Motor Club has taken a decided stand against the fee system now in use, and shall make a strong effort to have it abolished at the next session of the legislature.

Legislative Work

The Carolina Motor Club at the next session of the legislature shall work to have a bill passed requiring lights on all motor vehicles on the highways, and certain important amendments to the stop law, abolishment of the fee system, and the placing of uniformed motorcycle officers on every twenty or thirty miles of highway for the purpose of preserving the law and arresting speed maniacs, bootleggers, and reckless drivers, violators to be arrested on the spot and required to give bond or to appear for immediate trial. The Carolina Motor Club shall recommend the increasing of the speed limit from thirty to thirty-five miles on the open highway.

Membership in A. A. A.

The Carolina Motor Club membership carries with it membership in the American Automobile Association. This means affiliated service with over three hundred other A. A. A. Clubs throughout the United States. The courtesies of these Clubs are always extended to a visiting member.

Our Magazine

The Club publishes the Carolina Motorist, a monthly magazine, which at all times gives a point of contact between ourselves and our members. The activities of the Club are described monthly and excellent articles of value to the motorist appear in each issue. The magazine is nicely illustrated and is appreciated by the members.

For these and other reasons it is our firm belief that an automobile owner cannot afford to be without membership in the Carolina Motor Club. The cost of membership is but ten dollars a year or less than three cents a day, and extends one year from the time of application,

AUTO CLUBS WANT FACTS ON GAS PRICE.

Federal Investigation Does Not Mean Necessarily Federal Control, States A. A. A. President.

HEARTY approval of the suggestion that the next Congress immediately on convening, thoroughly investigate the conditions surrounding the price of gasoline to the ultimate consumer made by President Thomas P. Henry of the American Automobile Association, is being voiced by the officials of the 300 clubs affiliated with the A. A. A. These officials expressing the sentiment of their members are asking that the facts be disclosed in order that the proper remedy may be applied. They agree with the president of the A. A. A. that Congress is the only agency which has the facilities to go to the bottom of the question.

"The majority of the local club officials can only see temporary benefit from arbitrary reductions by the states, with the danger of such individual action resulting in curtailment of production and a higher price than is now being paid," said Mr. Henry. "It is difficult, if not impossible, for the states to get at the facts as to the cost of production, distribution and selling which is necessary before price fixing can be indulged in. The fixing of a price which isn't fair to the producer and distributor as well as the consumer does not solve the problem.

"The request for a Federal investigation of the gasoline price situation made by the American Automobile Association does not necessarily mean Federal Regulation," said Mr. Henry. "The A. A. A. feels that the present laws and agencies are adequate to handle the situation when the real facts are disclosed. However, should the facts warrant the further strengthening of existing agencies, it can then be determined by those fighting for a reasonable price on gasoline, just how far they desire to advocate federal regulation.

"Motorists of the country are in the attitude of wanting to have full information as to supply and demand, cost of production, distribution and selling and what constitutes a reasonable profit. They are willing to suspend judgment until they can base their judgment on facts, if Congress will make these facts speedily available. The motorist does not expect to buy his gasoline at a price which represents a loss to the agency furnishing it to him. He does expect to buy it at an equitable price, which the motorists in some of the states do not feel they have been getting in light of some of the recent disclosures. A thorough congressional investigation will at least dispose of the suspicions and deductions which have been made as the result of the agitation started by Governor McMasters of South Dakota. Suspicion regarding the conduct of an industry which affects directly sixty per cent of the total population and indirectly every man, woman and child in the United States is an unhealthy condition which if continued, cannot help but retard the development of motor vehicle transportation."

Federal aid road projects completed and under construction from 1916 to June 30th, 1923, amounted to 41,308.3 miles, at a cost of $731,699,220.48, according to the Portland Cement Association.

"The slow-thinkers live longest," says a prominent phychologist. Not if they cross the street.—*Indianapolis Star.*

OFFICIAL CAROLINA MOTOR CLUB HOTELS AND INFORMATION STATIONS

Asheville	Grove Park Inn
Albemarle	Central Hotel
Blowing Rock	Mayview Manor
Charlotte	Selwyn Hotel
Chimney Rock	Mountain View Inn
Franklin	Frank T. Smith, Druggist
Goldsboro	Kennon Hotel
Henderson	Vance Hotel
Hickory	Hotel Huffrey
Kinston	Hotel Tull
Morganton	The Caldwell
Oxford	Exchange Hotel
Raleigh	Yarborough Hotel
Raleigh	Bland Hotel
Spartanburg	Cleveland Hotel
Lake Junaluska	The Southern Assembly
Linville	Eseeola Inn
Mt. Airy	Blue Ridge Hotel
Morehead City	Woodland Hotel
Shelby	Cleveland Springs Hotel
Southern Pines	Southern Pines Chamber of Commerce
Washington	Hotel Louise
Waynesville	Alexander Drug Store
Rutherfordton	Iso-Thermal Hotel
Greensboro	O'Henry Hotel
Wilson	Cherry Hotel
Wilson	Serve-All Filling Station
Winston-Salem	Robert E. Lee Hotel
Durham	Malbourne Hotel
Greenville	Pitt County Chamber of Commerce
Greensboro	Chamber of Commerce
Asheville	Battery Park Hotel
Danville	Leeland Hotel

WHO OWNS THE OLDEST CAR IN CAROLINAS?

The Carolina Motorist is sending out questionnaires over the two Carolinas to determine who owns the oldest automobile in the Carolinas that will still run. The question has often been asked what is the oldest car still in running order in the Carolinas and the name of it. Automobile statisticians have estimated the average life of an automobile five years. This may be the average but it is apparent to anyone who is at all observant that there are cars running in these two states that are twice this age.

To settle this question definitely the Carolina Motorist is sending out these questionnaires and asking that anyone owning a car that is still in good running order over eight years old will please write in to the office of The Motorist at Greensboro, N. C., giving us the make, model, serial number, date of purchase, if original owner, or if car was second hand.

Newspapers and dealers throughout the country have put on contests to determine the oldest car in actual operation and a number have been found that will still run after twelve to fifteen years old, and we believe that there will be found somewhere in the Carolinas some cars that will at least equal this record if not surpass it.

If you know anyone who owns a car over eight years old, call the owner's attention to the fact that The Carolina Motorist is tying to find who holds the record for having the oldest car in the Carolinas, and get them to send in the information, and photo of car and owner, which will be published as soon as we determine the oldest car.

Teacher—"Give an example of how circumstances alter cases."

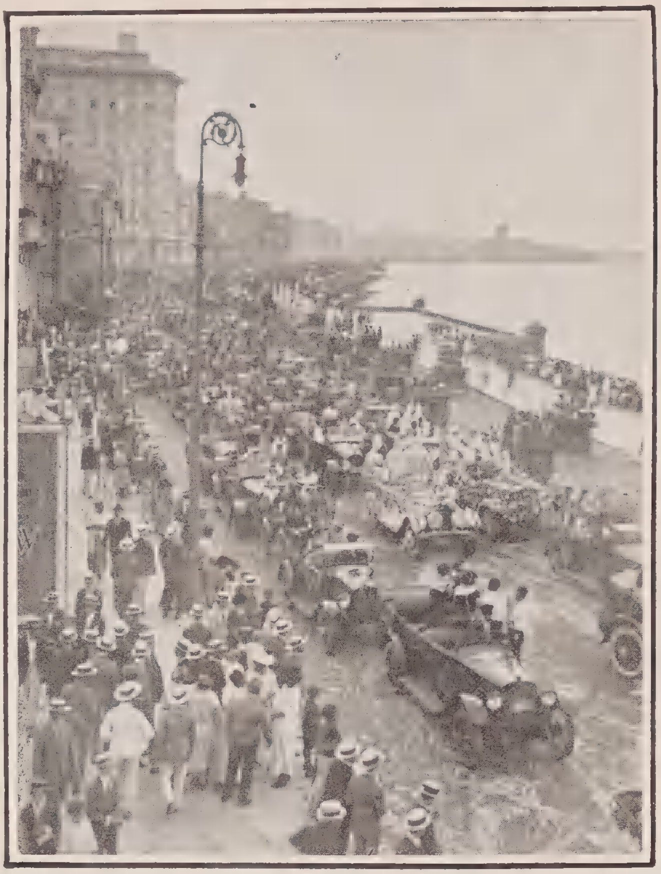
Pupil—"Well, Milwaukee isn't famous now."

Look Out!

Streets and roads are arteries of commerce—not the playgrounds of roller-skating children. Of course the children should enjoy roller-skating, but municipal authorities should provide a place for them, or at least block a street for them.

Parents should never permit their children to roller-skate on the streets and highways, and they should not allow the boys to play with their push-mobiles on the streets. What is more dangerous than this? Every one has seen many narrow escapes from death, not due to fault or carelessness of the automobile driver, but due to the neglect of cities, and neglect of parents to properly instruct their children about playing in the streets. Children with roller skates and push-mobiles often fly around the corner of a street blinded by shrubbery or building; they go so fast they cannot stop, and now can the motorist be expected to stop when he sees before him an open road and does not hear a warning signal.

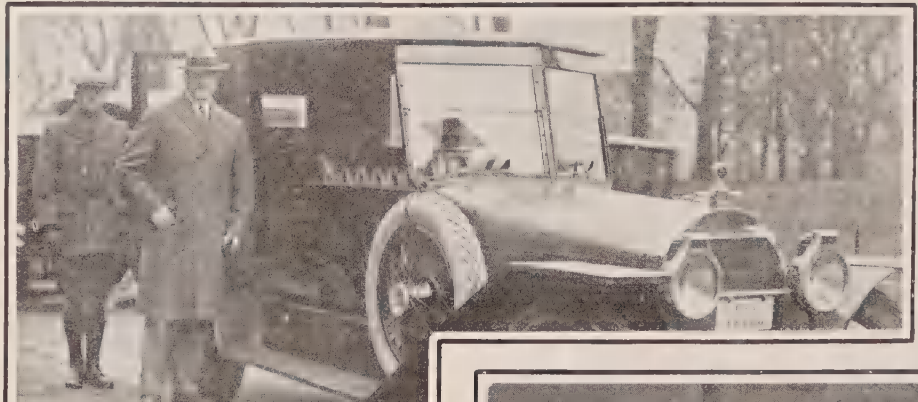
The careless and reckless driver should not be permitted on the streets, nor should small children. Lives of not only the children are endangered, but lives of others who may be hit by cars endeavoring to dodge innocent children.



Above: Havana's great carnival along the famous water-front boulevard. Showing some of the 60,000 automobiles that took part in the annual carnival.

Above: Just a gentle reminder. Here is an officer holding up a Quincy, Mass., man with a warning to slow down and look at the placards above him.

Right: Future "Queen" of the speedway. Miss Margaret Thorton, of Benton Harbor, Mich., finds more joy in solving the mysteries of the auto than she does in domestic duties.
Keystone View Co.
Underwood & Underwood



Above: Photo of Gen. John J. Pershing, U.S.A., showing the chief of staff leaving his automobile. General Pershing is an enthusiastic motorist.
Underwood & Underwood

Right: We now have the valveless tube. Mr. Hughes, of Chicago, has arranged a mixture that will go inside of the tube, and when a puncture occurs, the mixture will flow to the opening and close it. When the air in the tube does escape, with his filling needle, it is possible to refill it and upon the withdrawal of the needle the glue on the inner tube will seal the hole.
Underwood & Underwood

Courtesy A.A.A.

A.A.A. EMBLEM WORTH ITS WEIGHT IN GOLD

By David Jameson, Former President American Automobile Association

A retail man wants to do his share in the promotion of common good.

Automobiles, of one type or another, have come to be almost the sole users of the highways. Within the short period of twenty years there has been a revolution in vehicular traffic. In the adjustment of this new vehicle and this new means of transportation to the social economy, motor clubs have been indispensable. Every man who owns a machine exhibits a disposition to do his share when he takes and keeps a membership in his home club. Through the club, in co-operation with other motorists, he does for himself what he could not do single-handed. The non-member motorist is in a sense a slacker. He reaps where others sow.

If the duties referred to do not appeal to his sense of fairness when he comes to travel, the motorist discovers another mighty important reason why he ought to belong to his home motor club. Local clubs handle local problems. Local clubs in different cities and towns unite to form State associations in the maintenance of a great national organization. In this way hundreds of clubs, all over the land, are brought into harmonious relationship. They combine to furnish information to one another, to promote good roads, fair taxation, the making of road maps, and the thousand and one things in which motorists are interested.

David Jameson

Former President of the American Automobile Association

Perhaps the most valuable feature of this national relationship is in the reciprocity it provides. For twenty years the American Automobile Association has held, and still holds, nearly all the important motor clubs together for their common good and that of their members. If you travel, and are a member of a motor club affiliated with the A. A. A., you are entitled as a prerequisite to that membership to the courtesies of the great multitude of clubs in the A. A. A.

You may get courtesy without membership—the officers of the motor club are gentlemen. However, you will be regarded as a "moocher," the motorists' designation of a "deadhead." Those who travel most have learned that in every State in the Union and in every country of the world the radiator emblem of the A. A. A. or of one of its clubs is worth its weight in gold. For one thing, it indicates that the owner is a man who is doing his share. It is a certificate of good character and good citizenship. It makes you a brother to good citizens everywhere.

THERE AREN'T MANY

Ain't it funny?
That a man who thinks
He is a business man
Will get up in the morning
From a Simmons Bed,
Take off his Faultless,
Shave with a Gillette Razor,
Put on B. V. D's, Monitor Hose, Arrow Collar,
Manhattan Shirt, and Walk-Overs,
Hart, Schaffner and Marx,
Seat himself at the table and
Eat Cream of Wheat,
Drink either Golden Roast or Postum,
Put on a Stetson Hat,
Light a Hav-A-Tampa,
Go down to his place of business
And turn down advertising on the
Ground that
Advertising doesn't pay?

North Carolina Law requiring full stop at railroad crossings (same as Virginia) now in effect. Another good state gone wrong. —*Motor Mention.*

'1 IN 5' DEMAND IS INCREASING

"An immense dealer demand is evidenced from all parts of the country for 1 in 5," says Mr. Lewis, general manager of the 1 in 5 Manufacturing Company, 2965 Grand River avenue. More than ever are we convinced of the great value of advertising. Our dealers report people who, heretofore prejudiced against the use of any fluid in the fuel of the car, are now coming in demanding 1 in 5. Everywhere we hear good things about 1 in 5. Users say it increases their gas mileage, eliminates carbon and helps the all around performance of any car in which it is used consistently.

PUSH AND GO

"Here, boy," said the wealthy motorist, "I want some gasoline and get a move on. You will never get anywhere in the world unless you have push. When I was young I pushed and that is what got me where I am."

"Well, guvnor," said the boy, "I reckon you'll have to push again 'cause we ain't got a drop of gasoline in the place." —*Western Canadian Motorist.*

The best filling station ever built is the dining room. —*Harrisburg Patriot.*

WHAT THEY SAY OF THE CAROLINA MOTOR CLUB

ATLANTIC COAST LINE RAILROAD CO.

Wilmington, N. C.

October 12th, 1923.

I am happy to be a member of the Carolina Motor Club, and lose no opportunity to speak a good word for the club, and have interested quite a few who say they expect to join.

Thanking you, I am

Yours respectfully,

C. M. WEATHERS.

WILLIAMS & COMPANY

Reidsville, N. C.

October 8th, 1923.

It was then nine o'clock at night but they offered to go out and bring me in, but I suggested waiting until the next morning. This they did, having my car in town before I had breakfast, saving me three or four hours time and much inconvenience.

With official garages all over the State ready to render such service as this I do not see how a salesman who covers his territory as I do, in a car, can afford to be without a membership in the Carolina Motor Club.

It is worth many times the cost.

Very respectfully yours,

R. C. RANKIN.

GREENSBORO MUSIC COMPANY

Greensboro, N. C.

October 5th, 1923.

The best ten dollars I ever spent.

FRANK M. HOOD.

COMMUNITY REFRIGERATING COMPANY

Burlington, N. C.

October 3rd, 1923.

Herewith you have my check for $10 covering dues for 1924.

You should be greatly gratified at what the club has accomplished in its one year of existence under your tireless and capable leadership. You have indeed, accomplished a great deal. You have my hearty good wishes for yourself and the continued success of the club.

Cordially and sincerely yours,

JUNIUS H. HARDEN.

THE CITIZENS NATIONAL BANK

Raleigh, N. C.

October 1st, 1923.

Thanking you for yours of the 29th. The Road Service furnished me was of great assistance.

Yours truly,

G. H. ANDREWS, *Cashier.*

STATE HOSPITAL

Raleigh, N. C.

October 13th, 1923.

I congratulate you on the management of the Carolina Motor Club, and with best wishes for your continued success, I am

Yours truly,

ALBERT ANDERSON, *Superintendent.*

CHAS. L. VAN NOPPEN

Greensboro, N. C.

October 7th, 1923.

I availed myself recently of the services of the Club and was much pleased by the promptness with which my distress was relieved and the reasonableness of their charges as rendered to the Club.

Very truly yours,

CHAS. L. VAN NOPPEN,
Publisher.

SOUTHERN LIFE & TRUST COMPANY

Charlotte, N. C.

October 10th, 1923.

When I joined this Club I did not fully appreciate what it meant, but several times I have been stalled or had trouble on the road with my car and the Auto Inn has rendered me immediate service as if it were a cash customer with them, and I am glad to see that you are opening an office here, as I think it is a wonderful aid to the motoring public.

Yours very truly,

GEO. N. ADAMS.

BURROUGHS ADDING MACHINE CO.

Raleigh, N. C.

September 24th, 1923.

Your last issue of the Carolina Motorist is more interesting than usual to the writer, and I take this opportunity of expressing appreciation for the strides that you have made in your work with the club.

Sincerely yours,

D. E. MacCARTHY.

NORTH CAROLINA STATE COLLEGE OF A. & E.

Raleigh, N. C.

October 3rd, 1923.

The time slips as given in your letter of September 29th are correct. My membership in the Club has saved me annoyance and money on several occasions, and I am well pleased with it.

Sincerely yours,

W. C. RIDDICK.

GULF REFINING COMPANY

Greensboro, N. C.

October 5th, 1923.

Please accept my congratulations on the splendid year's work of the Carolina Motor Club.

I am particularly interested and pleased at the stand you have taken in regard to mail order arrest. While I have not as yet been the victim, none of us know when we may be indicted by radio.

Anything I can do to assist you in furthering the work of the club I will be glad to do. Enclosed find check for membership renewal.

Very truly yours,

L. H. MARTIN.

BILTMORE HOUSE

Asheville, N. C.

October 8th, 1923.

A check for $25, dues for the coming year, is enclosed.

The Club seems to be progressing splendidly and I feel sure is doing a very fine work.

Wishing you every success, I am

Yours truly,

EDITH VANDERBILT.

MT. AIRY FURNITURE COMPANY

Mt. Airy, N. C.

October 11th, 1923.

I am enclosing herewith my check for $10 to pay dues in the Carolina Motor Club for the ensuing year. In doing so I feel that I would be very remiss in a pleasant duty if I failed to express to you my appreciation of the work that you have done in putting the Motor Club forward during the past year. Without energy, enthusiasm and initiation, it would have been utterly impossible for the Club to have survived, much less than prospered as it has. I feel that the entire membership will concur with me in this expression.

Very truly yours,

E. H. KOCHTITZKY.

Southern Territory Going Fast! Write for Yours!

1 in 5 Delights

And
Satisfies Its Users

If 1 in 5 doesn't make good we will.

If you return balance unused within 30 days after receipt we will refund you your MONEY

CARBON REMOVER AND GASOLINE SAVER
ONE OUNCE TO 5 GAL. OF GASOLINE
1 IN 5
TRADE MARK REGD

One Quart of 1 in 5 treats 160 gallons of gasoline, making it do the work of 200 gallons of untreated gasoline

Great help in cold weather

Agents and Dealers Wanted in Open Territory

PUTS PEP IN YOUR ENGINE. REMOVES THE CARBON and Saves from $8.00 to $12.00 on an investment of $2.00, Gasoline selling at 20 cents per gal. Originated in the South years ago. Functions in any climate. Try it and it will be part of your regular equipment always.

Manufactured and Sold Only by
1 in 5 Manufacturing Co.
2965 Grand River Avenue,
DETROIT - - - MICHIGAN, U.S.A.

1 in 5 MANUFACTURING CO.,
2965 Grand River Avenue, Detroit, Mich.
Satisfaction Guaranteed or Your Money Back
Mail the Coupon For a Trial Order

1 IN 5 MANUFACTURING CO.,
2965 Grand River Ave., Detroit, Mich.

Enclosed find $2.00, for which please send me 1 quart of 1 in 5. I agree to use it as per directions and if I do not find it entirely satisfactory, it is understood that, upon return of the can, you will return to me full purchase price without question.

Name ______________________________
City ____________________ State ____________

PIEDMONT ENGRAVING CO.
Winston-Salem
Catalogue—Newspaper—Advertisers Printing Plates

OVER TWENTY-FIVE THOUSAND VALUED PATRONS

That's exactly what the advertiser thinks when he places his advertisement in the Carolina Motorist. He considers you a group of choice customers, and he holds your patronage in high esteem. The fact that you are financially able to own and operate an automobile is proof enough that you are financially able to order and pay for the thing he has to sell. And the fact that you are a member of the Carolina Motor Club—a supporter of the many safety measures and benefits that organization produces—is proof, too, that you are a peaceful, law-abiding, responsible citizen. And, lastly, the fact that nearly ninety per cent of you are renewing your memberships in the Carolina Motor Club is conclusive proof that you read the Carolina Motorist and remain satisfied with what the officers of your Club are doing for you.

Carolina Motorist advertisers want your business because of these facts, and because they too support the efforts of the Carolina Motor Club, they deserve your business. Patronize them whenever possible.

CAROLINA MOTOR CLUB
OFFICIAL
GARAGE
AAA
CERTIFIED SERVICE

(Town, Name, Hours for Service, Phones—Day and Night, in order.)

Asheville—Weaver Motor Co.—7:30 A.M.-7 P.M.
Asheville—Cazel Auto Service Co.—12 A.M.-12 P.M.—358-358.
Aberdeen—A & M Garage—All hours.
Albemarle—Auten-Wolft Motor Co.—All Hours—126-126.
Asheboro—Highway Service Station—All Hours—142-27.
Black Creek—Aycock Auto Co.—4003.
Blowing Rock—Service Garage—All Hours.
Brevard—McCrary Motor Co.—6:30 A.M.-12 P.M.—198.
Bryson City—Sandidge Motor Co.—All Hours—82-2.
Burlington—Midway Auto Co.—7 A.M.-8 P.M.—J-812.
Burlington—C. P. K. Motor Co.—7 A.M.-8 P.M.—825.
Burlington—Front Street Service Station—6 A.M.-12 P.M.—241.
Chadbourn—D. R. Connors Garage—7 A.M.-6 P.M.—2 Rings; 3 Rings.
Charlotte—Auto Inn—All Hours—24-24.
Charlotte—Rust Motor Co.—7:30 A.M.-6 P.M.—218.
Concord—Cabarrus Motor Co.—6 A.M.-11 P.M.—400-132L.
Danville, Va.—Automotive Service Co.—7 A.M. to 12 P.M.—45-11.
Dillon, S. C.—Anderson & Covington Garage—7 A.M.-12P.M.—54.
Dunn—Z. V. Snipes Garage—6 A.M.-10 P.M.—24.
Durham—Durham Motor Car Co.—7 A.M.-10 P.M.—702-702.
Elm City—Braswell Motor Car Co.—All Hours—237.
Enfield—Thos. E. Marshall—7 A.M.—-8 P.M.—262-211J.
Fairmont—Webster Motor Co.—7 A.M.-10 P.M.—39.
Franklinville—Franklinville Motor Co.—All Hours—95-95.
Fuquay Springs—H. H. Sessoms Garage—7:30 A.M.-6:30 P.M.
Fayetteville—Universal Garage Co.—7 A.M.-6 P.M.—186-187.
Fayetteville—Lewis Motor Co.—7 A.M.-10 P.M.—862-862.
Fayetteville—J & N Motor Co.—7 A.M.-6 P.M.—75-75.
Franklin—Porter Motor Co.—7 A.M.-9 P.M.—45-45.

Gastonia—Red Lion Service Co.—7 A.M.-10 P.M.
Gastonia—E. T. James Co.—All Hours—1937-827J.
Gastonia—Craig Chevrolet Co.—7 A.M.-8 P.M.—918-918.
Goldsboro—Harris Motor Co.—7 A.M.-10 P.M.—838-482.
Goldsboro—Standard Motor Co.—7 A.M.-10 P.M.—872.
Graham—Moon Motor Co.—7 A.M.-10:30 P.M.—558J-558J.
Greensboro—Greensboro Motor Car Co.—7 A.M.-6 P.M.—2500-1020W. (Buick service only.)
Greensobro—Winder Oil Co.
Greensboro—P. B. Comer Garage—6 A.M.-6 P.M.—931-931.
Greensboro—Boren & Swaim Service Stations (Gasoline and oil service only.)
Greensboro—Guilford Motor Car Co. (Franklin service only) 7:30 A.M.-6:30 P.M.—166-166.
Greensboro—Coble & Starr Motor Co.—7 A.M.-10 P.M.—678-684.
Greensboro—Mebane Motor Co. (Dodge service only)—8 A.M.-6 P.M.—2351-2351.
Greensboro—Hares Motors of the Carolinas—7:30 A.M.-9 P.M.—2836.
Greensboro—Thos. C. Hunt, Inc.—8 A.M.-6 P.M.—260-3002W. (Packard service only.)
Greensboro—Winder Oil Co. Phones 2605-2674-266.
Greenville—Sugg Motor Co.—7 A.M.-9 P.M.—429.
Hamlet—Seaboard Filling Station—7 A.M.-10 P.M.—143.
Hamlet—Auto Inn—6 A.M.-10 P.M.—71W-71W.
Henderson—Stevenson Motor Service Co.—8 A.M.-8 P.M.
Hendersonville—R R Motor Co.—7 A.M.-12 P.M.—198.
Hickory—Hickory Motor Corporation—6 A.M.-11 P.M.—405-24.
High Point—White Way Motor Co.—All hours except 9:30 A.M.-4 P.M. Sunday—393.
High Point—Sheraton Garage—All hours. 485-485.
Hillsboro—Orange Motor Co.—7 A.M.-7 P.M.—98-110.

Jamestown—Jamestown Motor Co.—7 A.M.-10 P.M.—5321-5321.

Kannapolis—R. M. Housel Garage—6:30 A.M.-8 P.M.—33-133.
Kinston—Kinston Garage—7 A.M.-6 P.M.—414.

Laurel Hill—Pate Overland Co.—7 A.M.-6 P.M.—3911-3905.
Laurenburg—McNair Automotive Co.—7 A.M.-6 P.M.—303.
Lenoir—Merritt Motor Co.—Phone 52.
Lexington—G & G Motor Co.—All hours—7443-353.
Liberty—Smith Motor Co.—All hours—75-70.
Lincolnton—Hinsons Garage—7 A.M.-11 P.M.
Louisburg—Beck's Garage—7 A.M.-12 P.M.—341.
Lumberton—Townsend Motor Co.—7 A.M.-7 P.M.—196-154.

Madison—Rockingham Auto Co.—7 A.M.-7 P.M.—457.
Marshville—Marshville Motor Co.—7 A.M.-7 P.M.—154.
Maxton—Wilbarn Service Co.—7 A.M.-9 P.M.—215.
Mebane—James Warren Motor Co.—9 A.M.-6 P.M.—100-100.
Mebane—Elkins Motor Co.—7 A.M.-9 P.M.—134-91.
Monroe—Monroe Motor Co.—7 A.M.-7 P.M.—599.
Mebane—Mebane Auto Co.—9-97.
Morehead City—Service Garage—7 A.M.-6 P.M.—134W-1J.
Morehead City—Morehead City Garage—6 A.M.-6 P.M.—100-122J.
Morganton—Erwin Bolton Motor Co.—7 A.M.-6 P.M.—112.
Mt. Olive—J. L. Hatchers Garage—7:30 A.M.-10 P.M.—32-133.
Mt. Airy—General Motor Co.—6 A.M.-6 P.M.—42.
Nashville—Wheeless Motor Co.—6:30 A.M.-10 P.M.—68.
Newbern—Automotive Service Co.—7 A.M.-12 P.M.—866-866.
Newbern—Willis Motor Co.—7 A.M.-12 P.M.—287-794.
North Wilkesboro—W. W. Call Motor Co.—7 A.M.-6 P.M.—238.
Oxford—Crenshaw Motor Co.—7 A.M.-6 P.M.—1635.
Oxford—Granville Motor Co.—6:30 A.M.-6:30 P.M.—90-1R.
Pinnacle—Pinnacle Motor Co.—7 A.M.-10 P.M.
Ramseur—Moore Motor Co.—7 A.M.-10 P.M.
Randleman—Randleman Motor Co.—7 A.M.-9 P.M.—97-97.
Roanoke Rapids—Joyner Motor Co.—7 A.M.-6 P.M.—226.
Rockingham—Jenkins Buick Garage—7 A.M.-11-15 P.M.—341.
Raleigh—Motor Service Co.—7 A.M.-11 P.M.—777-1466W.
Raleigh—Franklin Auto Sales Co.—7:30 A.M.-6 P.M.—715-715. (Franklin service only.)
Raleigh—Sugg Motor Co.
Raleigh—Phinney Sales Co.—8 A.M.-5:30 P.M.—2065.
Reidsville—Square Motor Co.—7 A.M.-6 P.M.—356.
Rockingham—Jenkins Buick Co.
Rocky Mount—Edwards Cutchin Motor Co.—All hours—362-362.
Roxboro—Crowell Motor Co.—7 A.M.-6 P.M.—77.
Smithfield—Sanders Motor Co.—7 A.M.-10 P.M.—168.
Salisbury—Cal Cutting Motor Service Co.—7 A.M.-9 P.M.—441.
Salisbury—Motor Tire & Service Co.—7 A.M.-10 P.M.—456W.
Sanford—Hanner Motor Co.—7 A.M.-11 P.M.—200.
Shelby—Thompson Higgins Motor Co.—All hours—517-129.
Snow Hill—Moye Motor Co.—6 A.M.-10 P.M.—11J-11W.
Southern Pines—Davis Motor Co.—7 A.M.-11 P.M.
Southern Pines—Federal Service Station—7 A.M.-12 P.M.—308.
Spartanburg, S. C.—Magnolia Oil Co.—6:30 A.M.-12 P.M.—1486-1486.
Statesville—Yount Motor Co.—7 A.M.-9 P.M.—41.
St. Pauls—Auto Supply Co.—7 A.M.-8:30 P.M.—59.
Sylva—J. S. Higdon's Garage—7 A.M.-8:30 P.M.—1.
Summerfield—Square Motor Co.—7 A.M.-9 P.M.—262-211J.
Starr, N. C.—Seward Garage.
Thomasville—Motor Service Co.—7 A.M.-9 P.M.—368.
Tarboro—Corbett Bros. Garage—7 A.M.-6 P.M.—49.

Wallace—Wallace Motor Co.—7 A.M.-8 P.M.
Warsaw—Thomas Motor Co.—7 A.M.-6 P.M.—53.
Waynesville—Swift Motor Co.—7 A.M.-6 P.M.—176.
Washington—Claude L. Carrow Garage—7 A.M.-6 P.M.—330.
Weldon—Bounds Motor Co.—7:30 A.M.-9 P.M.—207-226.
Wilmington—MacMillan & Cameron—All hours—15-15.
Wilmington—MacMillan & Marshburn—26.
Wilson—Ruffin Accessory Shop—All hours—912-626-478.
Winston-Salem—Ideal Motor & Equipment Co.—All hours—103-107.
Winston-Salem—Franklin Motor Car Co.—7 A.M.-10 P.M.—95-95. (Franklin service only.)
Winston-Salem—Hunt's Packard Service Station—8 A.M.—2612. (Packard service only.)
Warrenton—Roy Davis Garage—7 A.M.-10 P.M.—60-60.
Williamston—B. R. Barnhill Garage—7 A.M.-7 P.M.—201-158.
Wilmington—McMillan Garage Co.

HOW TO OBTAIN EMERGENCY ROAD SERVICE

Do not fail to carry your membership card. No service will be given unless you have it with you when asking for aid. When you require Emergency Service, telephone nearest Official Garage listed.

Furnish the Official Garage with the information which is on your membership card.

Our nearest Official Garage will immediately send a mechanic to your aid; he will either start your car in thirty minutes so you can proceed under your own power or will tow you to our nearest Official Service Station, without expense to you.

Should you wish your car towed to any other than our nearest Service Station, you must bear the expense after leaving said station.

Your Club is not in the repair business. We only render Emergency Service and agree to do one of two things: Start you under your own power or tow your car to safety. We do not supply parts or accessories of any kind.

If your car is wrecked or disabled so it cannot operate under its own power; if there are broken parts or mechanical defects that cannot be repaired at the roadside within a half hour, our Service man will immediately tow your car to our nearest service station. When it arrives there, our responsibility ceases and you are at liberty to have your car repaired by whomsoever you wish.

In case of a puncture, our Service man will change your tires for you if you have a spare one, or he will put in a spare inner tube and inflate it. In no event will they repair punctures except at the expense of the member.

If the car can operate under its own power, without damage to itself, you are not entitled to our service. You must take it to a garage and arrange for its repair at your own expense.

Free Emergency Road Service is rendered to a distance of five (5) miles only, and a limit of thirty (30) minutes free work after reaching the car. Distance and time in excess will be paid for by the member.

Should you require gasoline, our Service men will bring you one gallon to enable you to proceed to a gas station. The member pays for the gas, the service being free.

As the name indicates, this is EMERGENCY ROAD SERVICE and no service of any kind will be rendered in a private or public garage.

The Club requests that you do not tip our Service men as they are paid by us in every case commensurate with service rendered.

In the case of a wreck where the car is insured, the member must pay the Service Garage for the tow as the insurance company will reimburse him for this.

Official Service Garages

All Service Stations used by the Club in rendering you aid are under a bond to the Club guaranteeing to our members preferred service. We will appreciate information and will carefully investigate any lack of service on the part of our Official Service Garages or discourtesy on the part of their employees.

SIZES OF ADVERTIZING SPACE IN CAROLINA MOTORIST AND THEIR COSTS

$\frac{1}{16}$ Page $7.50

$\frac{1}{16}$ Page $7.50

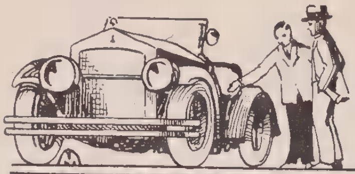
$\frac{1}{8}$ Page $12.50

$\frac{1}{4}$ Page $20.00

$\frac{1}{2}$ Page
Vertical or Horizontal
$35.00

Mr. Advertiser:

Can you afford not to use space—
in the December isssue of CAROLINA MOTORIST—The big Christmas number that will reach 25,000 readers? ***FULL PAGE*** $60.00.



USED CAR BARGAINS

Tell your bargain to 25,000 car users by advertising in the *USED CAR DEPARTMENT* of the *CAROLINA MOTORIST.*
Rate for this department $2.50 per inch per issue, payable in advance. Copy must be in by the 20th of month.
Sell or Trade your used car QUICK by advertising in this department of the CAROLINA MOTORIST.

If you own a good used car, and can use the money invested in it to better advantage elsewhere, don't sacrifice it for a paltry sum but get in touch with a high-class buyer through the Used Car Department of the Carolina Motorist, and either sell it for a fair price or exchange it for real estate or another car. Numbers of people can afford to drive a car if they can get a good used one at a fraction of the original cost, or exchange that idle lot or small tract of land for the pleasure and usefulness a good car will afford you. Don't delay. Mail coupon with ad today.

To Carolina Motorist,
Greensboro, N. C.

Gentlemen:

Enclosed find check or money order for $2.50 and copy of ad to appear in the December number Carolina Motorist.

Name ______________________________

Address ______________________________

City or Town ______________________ State ______________

WHY SHOULD I JOIN THE CAROLINA MOTOR CLUB?

"Here is a set of answers for the doubting motorist who asks himself this question:

"Because I can get personal service which will eliminate much of the worry on my long trips.

"Because I can get the service of affiliated Clubs in other localities.

"Because I will receive emergency road service when I need it most.

"Because I will be contributing to the work my club is doing to eliminate unjust legislation.

"Because I will help to protect myself and other motorists from petty hold-ups and persecution by rural constabulary.

"Because I will be doing something for the promotion of good roads in my community.

"These are only a few of the benefits you will receive—and give—as a motor club member. In numbers there is strength, and if you make your club strong enough in members, the more effective it will be in every way.

"Belonging to a motor club is a duty you owe to yourself and other motorists. In just a few weeks now, touring trips will be added to the routine of every day transportation. You'll find that these trips will be much pleasanter if you are a motor club member.

"Drive around to headquarters and sign up now for 1923. And take another motorist with you."

This excerpt is taken from an advertisement written and published by the Cosmopolitan Magazine in the March issue. Show it to some friend whom you think should be a member; add a few words about our accident prevention work and he should be convinced that a membership in the Carolina Motor Club is a motoring necessity. If you haven't the time to do this, fill in the coupon and we shall have one of our membership committee call on him.

CAROLINA MOTOR CLUB, INC.

CAROLINA MOTOR CLUB
1936
THIEVES WILL BE PROSECUTED

Mark of Autocharacter

MEMBERSHIP BENEFITS

EMERGENCY ROAD SERVICE
MEMBERSHIP BOND CARD
$50 REWARD IF CAR STOLEN
MEMBERSHIP IN A. A. A.
RADIATOR EMBLEM
FREE ROAD MAPS
LIMITED LEGAL ASSISTANCE
CAROLINA MOTORIST
HIGHWAY MILEAGE TABLES

CAROLINA MOTOR CLUB, *Inc.*,
Greensboro, N. C.

Gentlemen: Please have some one call on

Mr. ....

Home Address ....

Business Address ....

Town or City ....

"Big Town" Hotel Service
for Carolina Motorists

In High Point *it's*

The *SHERATON*

High Point, North Carolina—"Wonder City of Southern Industry"—a splendid place to do business or to visit. Second largest furniture manufacturing city in the world; a big textile center, a busy, progressive community that you will admire. Stop in High Point at the *Sheraton Hotel,* a new, beautiful hotel with typical Foor and Robinson cuisine and service. Its period furniture, its tasteful decorations and refined atmosphere make it one of the most popular hotels in the Carolinas.

THE SHERATON HOTEL
High Point, N. C.

One of

The Foor and Robinson Hotels

T. Sheraton, English furniture designer and religious writer, died in 1806, leaving a published collection of thousands of designs, ranging from pleasing simplicity to hideous, ornate ugliness. His best works show a light, graceful strength, which has given name to a period and which lives in period furniture today, made nowhere better than in High Point, N. C.

OTHER FOOR AND ROBINSON HOTELS

THE ARAGON, Jacksonville, Fla.
THE GEORGE WASHINGTON
Washington, Pa.

The Sheraton is one of the new and fine, modern hotels furnishing accommodations at either end of the 200-mile journey from the Piedmont Plateau to the Blue Ridge. Other hotels under the same management are:

The O. Henry

Greensboro

Typical "Good Hotel in a Good Town", expressing the Foor and Robinson ideals of convenience, accessibility, luxury, orderliness and prompt, courteous attention.

The Francis Marion

Charleston

Now building at Charleston, S. C., to open January 1. A modern hotel in an atmosphere of tradition.

The Cleveland

Spartanburg

Spartanburg, S. C., furnishing ideal hotel service in the textile mart of the Palmetto State.

The Charlotte

Charlotte

Now building. Will be completed shortly, to crown the Queen City. Worthy of Charlotte's business eminence.

The Geo. Vanderbilt

Asheville

Is to be completed the coming spring. Will be the show place of the Carolinas—the last word in hotel beauty, luxury and service for tourists or business people.

Good Hotels in Good Towns

Scoggin Printing Co., Winston-Salem, N. C.

CAROLINA MOTORIST

December
1923

20 cents the copy
By the year $2.00

O?O
The Headlight Question

Discussed in this issue

OFFICIAL PUBLICATION

CAROLINA MOTOR CLUB
AAA
1936
THIEVES WILL BE PROSECUTED

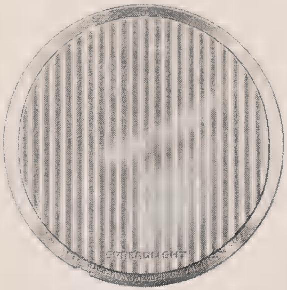
BOTH *of* THESE LENSES *are* "OFFICIALLY" APPROVED

IF you have a dangerous, glaring headlight, you are menacing other peoples' safety as well as your own. At the same time you are breaking the law.

Spreadlight and McKeelite lenses are approved by North Carolina authorities. They should be on your car. These lenses focus the full power of your lamp evenly on the road, flooding it with light. They are made of one solid piece of crystal pot glass.

Beside being approved in North Carolina these lenses have been tested and Officially Approved in all States having No Glare Headlight Laws from Coast to Coast, and by such Laboratories as the Bureau of Standards, Electrical Testing Laboratories, and the Laboratories of the various Universities in the different states.

"LET McKEELITE THE WAY"



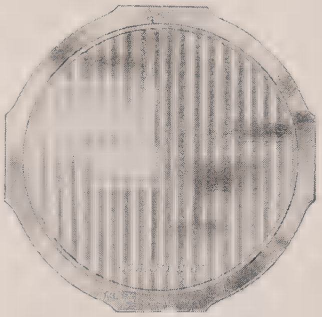
The Spreadlight Lens
Patent Pending
$1.50 per pair. All sizes except Ford Size

THE SPREADLIGHT LENS

This lens in a distinctive design and is used on many cars as Standard Equipment.

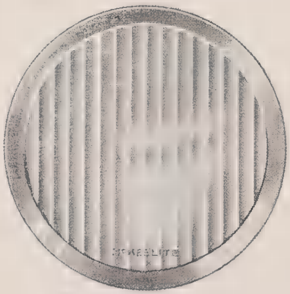
SPREADLIGHT LENS are standard on the following Cars: Hudson, Essex, Chalmers, Maxwell, Columbia, Jordan, Hupp, Nash, Dort and Stewart Motor Truck, H. C. S. Cars.

MADE IN A SIZE FOR EVERY CAR



The Spreadlight Lens
Special Ford Rim. Only 70c per pair

Instruction Sheet how to properly focus your bulbs sent with each pair of Lens.



The McKeelite Lens
Patent Pending. $2.50 per pair. All sizes

The McKeelite Lens

This is an exclusive lens and is used on the highest grade cars and custom built lamps. Manufactured in all sizes.

WE SUPPLY 14 LEADING MANUFACTURERS OF AUTOMOBILES AND AUTO TRUCKS WITH LENSES FOR STANDARD EQUIPMENT. *Write for Booklet.*

McKee Glass Company

ESTABLISHED 1853.

JEANNETTE, PA., U. S. A.

The Motorists' Mecca

Carolina motorists will find a hearty welcome and the best of food, rooms, company and sport at Pinehurst. The Saturday night dances and the Sunday night concerts at the Carolina make week-end visits particularly popular. A mid-week trip takes in the Wednesday matinee races.

GOLF, TENNIS,
RACES,
TRAPSHOOTING,
RIDING, etc., etc.

Pinehurst
NORTH CAROLINA

For particulars and rates address
PINEHURST, INCORPORATED
Leonard Tufts, President
Pinehurst, - - - North Carolina

CHARLOTTE, N. C.

OFFICIAL SERVICE STATION CAROLINA MOTOR CLUB

FIRE PROOF AUTO STORAGE

DAY PARKING 25 Cents : NIGHT PARKING 50 Cents

GAS - OILS - ACCESSORIES
CARS WASHED

BRADSHAW AUTO SERVICE, *Inc.*

320-22-42 SOUTH CHURCH STREET
CHARLOTTE, N. C. - TELEPHONE 1653

BILLY SUNDAY
IN
The Charlotte Observer
SIX WEEKS FOR $1

Every sermon delivered by the world's greatest evangelist during the six week's revival campaign he will open in Charlotte, December 30, will be printed in full in the issue following its delivery.

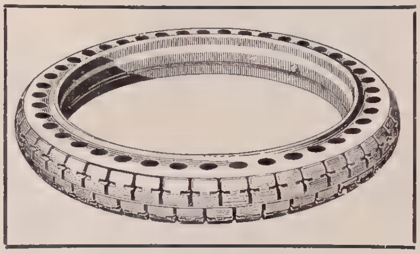
Billy Sunday's thrilling phraseology, his striking gestures and platform antics, and the manner in which his sermons are received by the thousands who will jam the specially constructed tabernacle, will be duly recorded by an Observer staff reporter.

The fact that The Observer is a morning paper will enable it to give a more complete report of the services than any other Charlotte newspaper.

In addition to the complete Billy Sunday reports, The Observer will carry every piece of news developing in North and South Carolina, the local news handled by a large corps of reporters, and the world news gleaned from a complete Associated Press service. Features, comics, special articles of general interest and an editorial page second to none in the South, make up a paper that is more than desirable.

SPECIAL RATE OF ONE DOLLAR TO NEW SUBSCRIBERS FOR THE SIX WEEKS IF SENT IN BEFORE DECEMBER 20

LAMBERT "TRUBLPRUF" TIRES



The need for dependable tire equipment has been felt since the perfection of the automobile. Motors, ignition systems and other important units have been developed to a high degree of reliability. It is claimed that today, nine out of every ten delays on the road or in the garage are caused by tire trouble.

Lambert "TRUBLPRUFS" answer this need for dependable tire equipment. The driver of a machine operating on Lamberts never stops to inflate Tires, patch a tube or put on a spare. "TRUBLPRUFS" cannot puncture, blow-out or rim cut. They completely end tire trouble in a practical way and give thusands of uninterrupted miles of service.

"TRUBLPRUFS" also insure easy riding and protection from destructive jolts. The resilient rubber of which they are made together with their design enables them to absorb road shocks as fully as air tires.

Write for dealers proposition. Territory is going fast.

TRUBLPRUF TIRE CO., Greensboro, N.C.

CAROLINA MOTORIST

Volume 2 GREENSBORO, N. C., December, 1923 Number 2

FOOL LEGISLATION
VS.
PRACTICAL REGULATION

Past Legislatures Have Failed to Enact Bills Designed to Protect Life and Property, and Have Enacted Laws Which Are Not Only Foolish, But Are Violated by the Very Sponsors—State Commissioner of Motor Vehicles Needed.

By C. W. ROBERTS

LESS fool legislation and more practical regulation is what's needed to meet the problems brought about as a result of the enormous number of motor vehicles now traveling on our highways. Senators from Caldwell, Roberson and Gaston Counties are responsible for the defeat of one of the most important bills before the last session of the North Carolina Legislature. It was the bill making it necessary that every vehicle on the highways carry a light at night. Law requires motor vehicles to carry such a light, but the senators from Roberson, Caldwell and Gaston counties did not see why wagons, carts, wheels, etc., should have to carry lights. The results have been, many serious accidents.

Scene Between Charlotte and Statesville—Route 26
A Forty-four Mile Stretch.

There is a law requiring that lights be dimmed when meeting another car; a foolish law, for it is far more dangerous to dim your lights and not see anything, than it is not to dim them. What is needed, is a law requiring every vehicle to be equipped with approved lenses and then provide that the lights of every vehicle be tested; for the lights might be equipped with the very best lense and yet be out of focus or adjustment.

We have a state speed law of 30 miles per hour. All those who never travel over 30 miles per hour please hold up your hands: none go up. Our highways were constructed to facilitate transportation. Power is safety very often; speed is safety quite frequently. A poor, unskilled driver is far more dangerous driving well under the speed law than is a skilled driver traveling far in excess of the present speed law. Observe the traffic rules of our large cities. In a number of them you are subject to arrest for loafing on the streets at 15, 18, or 25 miles per hour. In fact it is really dangerous to drive that slow on some of the busy streets of Chicago or New York. We can't get anywhere if we are going to conduct a continuous funeral march over our streets and highways. It isn't speed at 35 miles per hour that causes the accidents; it's liquor, jaywalking, unadjusted headlights and unfit and under age drivers at the wheels.

We need more practical laws that can be observed and will be observed by all. Violators of practical laws should be arrested and properly dealt with. Probably one of the best cures would be to arrest the machine as well as the driver and imprison the machine for 30 days or six months. That would get results.

And then we need a Commissioner of Motor Vehicles, a man whose duty it would be to see that the laws governing motor vehicles are properly enforced, whose office would take over all those details now handled by the Automobile Department in the office of the Secretary of State. No criticism is made of this department. Secretary Everett and Manager Joe Sawyer are as good as can be found anywhere; and nowhere could a better man be found than Joe Sawyer to be Commissioner of Motor Vehicles. Regulations for motor vehicles is one thing, and building highways is another. We already have the best highways department in the country, doing a work of which every citizen is proud; a Commission in whom the people have the utmost confidence. Now that we are getting the highways, let's get ready to properly handle the traffic on them.

During the past month many members of the Carolina Motor Club have expressed themselves very freely on the subject of Motor Vehicle regulations. To produce these letters, or even a fraction of them, would require practically the whole of this issue of The Motorist, but to give the members an idea of how others are thinking we are giving here a resume of what the members have had to say.

HEADLIGHT REGULATIONS

This is one regulation on which many members have expressed themselves during the past month. A suggestion for eliminating the glaring headlights is made in this issue of The Motorist. Many members express the belief that glaring headlights are directly responsible for a great many accidents. Some feel that lights should not be dimmed on the highways but should be dimmed when driving on well lighted streets in towns.

LIGHTS ON ALL VEHICLES

President C. C. Armstrong feels that a law requiring lights on every vehicle is one of the greatest demands. "The lack of lights", says President Armstrong, "is the cause of many accidents when cars meet buggies or wagons on the road." C. C. Smoot of North Wilkesboro, thinks this law is needed to protect the wagon owner as much as to protect the car owner. H. C. Bridgers, of Tarboro, says, "By all means every vehicle should have lights at night, even one candle power will be sufficient." One man suggests that all pedestrians should carry a light when walking on the roads at night. Gilbert C. White of Durham, says, "It seems to me that a man driving a wagon on a road is unnecessarily risking his own life if he hasn't a light so that an approaching automobile can see it." Another angle of the feature is that when the motorist finds it necessary to dim his lights on approaching another car, with or without glaring headlights, it is impossible for him to see ahead, and if there is a pedestrian or a wagon in front of him on the road, the chances are that there will be a collision—and so many other members express themselves.

Bridge Across Yadkin River, Near Albemarle Route No. 74.

INCREASING SPEED LIMITS TO 35 MILES PER HOUR

There is a most unanimous desire on the part of the members to increase the present speed limit of 30 miles to 35 miles per hour, while T. F. Pettus of Wilson thinks present speed limit is fast enough, and R. L. Baldwin of Durham thinks the same way. D. D. Peete of Greensboro believes that 75% of motorists now travel at this speed anyway, and Gilbert C. White says, "The speed limit should be increased to 35 miles per hour for the reason that everybody, including our officials who are sworn to enforce the law, violates the speed law, and further, a law which everybody violates is rather harmful in that it sets a precedent for the violation of others. Another says make it 35 to 40 miles and arrest anyone caught violating the other common-sense rules of the road. C. D. Kellenberger brings out the point that the limit should be increased because now many salesmen travel by car and must cover much territory every day, and it is necessary to make better than 30 miles per hour. Mr. C. C. Smoot of North Wilkesboro approves the 35 miles limit with established state police on all roads to enforce this law. C. C. Armstrong says he sees no reason why we should not increase our speed limit to 35 miles when most other states allow this speed. While E. H. Kocktitzky "believes the present speed limit of 30 miles is reasonable and should not be increased. Every vehicle sold in the State should have a governor which would not allow a greater speed than 30 miles, with the exception of cars owned by certain professions, such as doctors, nurses, and possibly a few others."

THE STOP LAW

President Armstrong, Gastonia, "I feel that the present stop law should be abolished, and the railroads be required to erect electric alarm signals where it is not practical for an overhead bridge or an underpass."

One member goes to the point. Here is his opinion: "Stop signs should not be placed where they are confusing. For example, on the road from Winston-Salem to Greensboro there are seven signs with only one crossing of the roads. The other signs are signs which refer to road which turns off from the main road. A stranger coming from Greensboro to Winston-Salem would pass six of these signs and if he complied with the law would stop six times without having any railroad to cross. The seventh one he would naturally, if he be a man, say, go to hell, and go across and probably get killed. I would also suggest that roads crossing branch lines on which not over two trains pass per day the trains rather than the motor would be required to stop. I refer particularly to a crossing from Lenoir to Blowing Rock, where there is an extension of the C. & N. W. over which there are only two trains per day, one up and one down. These pass at definite hours, and it is an absolute nuisance to require as many as 600 to 700 cars per day to stop at all times a day when this crossing is only used twice a day.

Solution to grade crossings offered by Mr. Bridgers is as follows: "Erection on all concrete and improved roads, by the Highway Commission, of concrete walls at angles, so as to prevent speeding at road crossings, at all other roads, approximately 50 feet from track, a series of "thank U Mams", to be constructed by the road authorities, and be maintained and kept in order by the railroad. This will absolutely require slowing down to three or four miles an hour, which I think will serve the purpose. E. H. Kocktitzky of Rocky Mount, has this to say. "The stop law should not be applied to such crossings as where trains can be plainly seen from a reasonable distance, say a quarter of a mile in each direction, and should not apply at all at nights, as the approaching headlight of the locomotive would give ample warning. Stopping a car at night on lonely crossings is an invitation and opportunity to foot-pads and highway robbers."

There is a general opinion among the members that the stop law should be amended or abolished altogether.

ABOLISH THE FEE SYSTEM AND ESTABLISH STATE POLICE

The man who has never been arrested is the best one to express himself on this subject; he has this to say:

(Continued on page twenty-four)

Why Auto Thieves?

"The Solution Is a Title Registration Law in Every State of the Union"—*William J. Burns*

By WILLIAM ATHERTON DU PUY

LEON BOGLIO was an aviator, according to his own declaration, and a dashing and attractive person by occular demonstration. What is more, he was in a mighty hurry. And he was in need of an automobile which, to give satisfaction to one accustomed to speed as was he, must be low-swung but high-powered. He would take a look at the best in the shop. He must buy right now if ever, for he was away to Washington, where he was signing a contract with none other than the government to carry mail by air.

He was a man of action, this Boglio, for in ten minutes he had picked out a car with a price near $6,000. He presented his check on New York in payment. The automobile dealer was sorry but he couldn't deliver cars to strangers until he had been given time enough to get returns through the banks on their checks. But Boglio couldn't wait. Put a man in the car with him, he suggested, until the check had gone through and he would pay that man's expenses. Finally this arrangement was agreed to and the two raced away to Washington.

Two mornings later they arose at their fashionable hotel and went to breakfast. But about the time the food arrived Boglio was taken ill. He must go to his room. His companion remained to finish his breakfast. When he went upstairs, Boglio was gone. The baggage was gone, so was the 6,000-dollar-car.

WILLIAM J. BURNS

Chief, Bureau of Investigation, U. S. Department of Justice, "Listening In" for Reports on Dyer Anti-Theft Violations

Then began an investigation and a chase. Fortunately, back in 1919 there had come into the game of tracing stolen cars a new agency, none other than the federal government. The national Congress had passed the Dyer act, or National Motor Vehicle Theft Act, fathered and backed by the American Automobile Association. It made interstate or international traffic in stolen cars a crime and wrote down opposite it $5,000 or five years or both. The enforcement of the act was turned over to the Department of Justice. Since that time that Department's Bureau of Investigation with its special agents, headed by none other than William J. Burns himself, has furnished the sleuths and the federal courts the bar of justice that has spelled ruin to many purloiners of automobiles.

The Bureau of Investigation knows many crooks and has agents in all the important centers. It knew Boglio. It knew a very important thing about him from a detective standpoint. He had a girl of terpsichorean proclivities and she was at the time residing in Los Angeles. "Chaassez la femme," is the ancient motto of the French man-hunters. The bureau had found the woman. It had agents in Los Angeles to watch her. On the theory that Boglio would go to his girl they set watches along the way. Sure enough they picked up reports of him at Topeka and at Albuquerque. But they waited until he garaged his car in Los Angeles. The federal court there was a handier place to try him. Now he is doing time.

Bootlegging and Car Stealing Companion Crimes

George Schulte was a bootlegger, a more than usually lawless, reckless and unorganized bootlegger. There is a sort of natural mating between bootlegging and car stealing. The Department of Justice special agents and the Department of Treasury prohibition enforcement agents have a certain well-working understanding. Whenever a bootlegger is grabbed with a car it is turned over to Justice, for the chances are three to one that it is a stolen car. Three thousand cars have been so delivered and the proper owners for most of them have been found.

But this man Schulte had perfected a combination between car stealing and bootlegging that was almost perfect. He stole a car in Iowa and drove it to Canada. There he traded it for liquor and stole a car in which to haul the liquor away. He had solved, as long as he lasted, the problem of ambitious business operation with no money at all. He ran the gauntlet back into the United States, sold his booze, careered somewhat joyfully as far down as St. Joseph, Missouri, before the special agents picked him up.

Charley Hartman, down in Oklahoma, apparently had many of the qualities of the gunmen of the earlier days. He was lanky, free-roving high-booted, big-hatted. But being a modern he had swapped his cattle pony for an automobile. Wherever he went in that machine, however, he carried his long rifle with him and people said he was free to use it, though no recorded case of his having done so appears.

Hartman sold good automobiles at reasonable prices to those free and easy individuals, careless as to matters of title, who were turning up money so fast in the oilfields. He ranged freely through Arkansas, Oklahoma and Texas. He had what was probably the best market for stolen cars in the world. They were fed into the region to him by confederates who operated in Kansas City, St. Louis and even as far up as Chicago.

But a puny little special agent "roped" in with one of these agents, actually drove one of the stolen cars to Oklahoma, delivered it to Charley, went with him while he turned it over to a customer and got the money. Then he flashed his badge and his gun and took "Big Charley" red-handed.

These organized bands of car thieves are of much more importance to owners and therefore to the government than many isolated individuals. There is the occasional automobile theft that is quite spectacular and more or less incidental to other crimes but which presents nothing like the menace to car owners that is furnished by the organized band. The bank robber who comes into a village for a job is apt, a few hours before he pulls his coup, to steal a car in which to make his getaway. It stands near by, its engine softly purring, while the robbery is being perpetrated. Then it is the medium for a wild dash and is likely to suffer abandonment and experience recovery. But the organized auto thief costs a community more.

Specialized in New Fords.

There was a chap with a garage over in Jersey, for instance, who had a specialty all his own in the stolen-car game. He dealt only in Fords. Further than that he must have them brand new. He had an active corps of agents in the field picking up new Fords. The business was good, for one does not have to go very far to find a new Ford standing ungaraged by the curb.

He had a constant score of new Fords driving into his shop. He obliterated the numbers and few owners could have identified their property had they found it. These cars were knocked down, packed in boxes and shipped to Florida. In Florida this New Jersey man had a brother-in-law in the automobile business. He apparently had a Ford agency. Anyway he sold new Fords at standard prices, with a shaving of that price where necessary to insure their moving.

It was away down here in Florida that the operations of the New Jersey man came to light. A policeman looked carelessly for the number on a car a friend had bought. It was not there. He started a careful investigation, became suspicious of the dealer, called in a Justice special agent. This man examined other cars sold by this agent, found all their numbers mutiliated, traced the shipments back to New Jersey, got the goods on the gang.

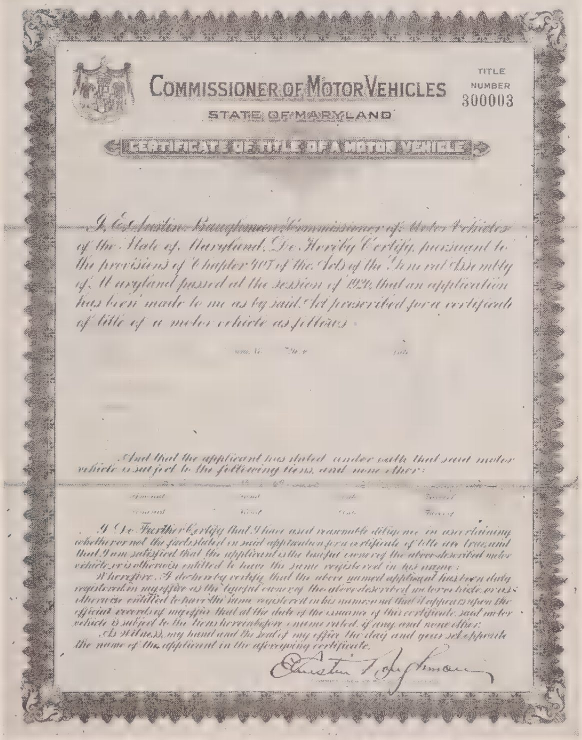
Stealing Cars for Export

Still more elaborate was the operation through New York of a well-financed organization headed by a Swede named Hanson. Hanson dealt only in big, heavy, high-priced cars. None were too good for him. There were streams of these coming regularly into his various establishments. One of these was up Yonkers way, one was in Jersey and one over in Connecticut. Hanson dealt in cars all the way from Detroit to Bos-

Boldness Makes Possible Theft of Car With Policeman Looking on When Thieves Pose as Service-Staion Employees. A Car Is Not Safe Just Because the Transmission Is Locked

ton. He was organized. He believed in specialists. In Chicago there were certain men on his staff whose specialty was picking up good cars and easing them out of that great city. Hanson had a station outside of Chicago where the windy city operative got his hundred dollars for the short ride he took and went back. The car was taken in hand by an indivdiual skilled in getting from state to state without attracting any attention. He breezed along into Albany. There his instructions were to report by telephone to New York. New York acted as a dispatcher's office. It knew the situation at each of the dismantling plants. It turned the switch, shuttled this driver to Connecticut, Jersey, or Yonkers, depending on known circumstances.

When the car was delivered the pilot's task was done. He got his. The car was then taken down. It was boxed for trans-Atlantic shipment in accordance with the best recognized rules of commerce. The different dismantling plants sent the results of their activities in more or less steady streams down to various docks from which ships set sail for Europe. Hanson had come from the North. The countries he knew on the other side were in Scandinavia. His cars all went to Scandinavian ports. Over there also there was a considerable organization. The cars were reassembled, set up, sold to the elite of the land where the Norsemen used to dwell, the land which bred people who gave blue eyes to the world.



COMMISSIONER OF MOTOR VEHICLES
STATE OF MARYLAND

TITLE NUMBER 300003

CERTIFICATE OF TITLE OF A MOTOR VEHICLE

I, E. Austin Baughman, Commissioner of Motor Vehicles of the State of Maryland, Do Hereby Certify, pursuant to the provisions of Chapter 407 of the Acts of the General Assembly of Maryland passed at the session of 1920, that an application has been made to me as by said Act prescribed for a certificate of title of a motor vehicle as follows:

And that the applicant has stated under oath that said motor vehicle is subject to the following liens, and none other:

I Do Further Certify that I have used reasonable diligence in ascertaining whether or not the facts stated in said application for a certificate of title are true, and that I am satisfied that the applicant is the lawful owner of the above-described motor vehicle, or is otherwise entitled to have the same registered in his name;

Wherefore, I do hereby certify that the above named applicant has been duly registered in my office as the lawful owner of the above-described motor vehicle, or is otherwise entitled to have the same registered in his name, and that it appears upon the official records of my office that at the date of the issuance of this certificate, said motor vehicle is subject to the liens hereinbefore enumerated, if any, and none other.

As Witness, my hand and the seal of my office the day and year set opposite the name of the applicant in the aforegoing certificate.

"*Certificate of Title Law Like Maryland's In Every State Will Reduce Auto Thefts in U. S. 90 Per Cent.*"—BURNS.

There prices were made that caused them to sell readily. The market was good and business was becoming more or less extensive. The American automobile was being introduced into Sweden, Denmark and Norway.

Stole Car on Wrong Day

Then the whole profitable enterprise was ruined by a bungling operative. He should have stolen this Detroit lawyer's car on Tuesday instead of Wednesday, for, on Wednesday, the lawyer played golf and therefore came down at three o'clock instead of five. So the thief had but five minutes' start, where otherwise he would have had two hours.

This lawyer, also, had tried auto theft cases in the federal courts and knew the ropes. He got the federal special agents on the trail. They established contact with the chief in Buffalo but let him drift along to Albany. There they intercepted his call to New York for orders. They followed in to Hartford. There they arrested the thief. They knew enough of his plan of operation to appear to know more. They sweated him, broke him down, got the whole scheme of operation. The result was that twelve members of the gang were bagged and auto export to north Europe suffered a decline.

U. S. Agents Recover $4,500,000 of Cars

In the four years in which the Dyer law has been in operation it has resulted in the return to their owners of some $4,500,000 worth of automobiles. There have been in all more than 1,900 convictions and the sum total of the years of confinement in prison allotted to these offenders runs up to 4,000. By and large is it felt that the law has exercised a helpful influence, has tended materially to lessen the illicit traffic in machines. The municipality or the state works under complicating difficulties when it begins chasing thieves into other jurisdictions. There is the primary difficulty of a lack of funds for such enterprises. Then, if a Maryland thief is caught in Oregon, he and witnesses must be brought all the way across the continent for his prosecution. But a federal law knows no state boundary. The federal government does not need to send an officer to Oregon to get a prisoner. Its agent grabs him in Oregon. It tries him in the nearest federal court.

Further it is a recognized fact that the existence of a federal law against any crime has a much greater intimidating effect upon the criminal classes than does a state law. The federal government has established the reputation for never ceasing its hunt of an offender. The violator of a federal law may never rest. Twenty years may have gone by and yet it is a fact that the offender is still in danger of apprehension. This is a sobering fact which is known to have its effect on the criminal. There is little question but that the existence of and enforcement of a federal law has done much toward lessening the theft of automobiles.

Theft of Cars Can Be Stopped

"Yet," said William J. Burns, chief of the federal special agents, in discussing this situation with me, "the theft of automobiles presents an unpleasant situation that can be effectively and permanently solved by quite obvious means within the power of the states. The solution is a title registration law. There are a number of states which have passed title registration laws that make it practically impossible for an automobile thief to realize within their borders on a stolen car. A car may not be sold without showing certificate of title. Thieves have no such certificates. They cannot sell. If these thieves cannot sell their cars the chief incentive for stealing them is removed. Michigan and Maryland may be cited as states having laws that make it virtually impossible that a stolen car should be sold within their borders. This does not keep their cars from being stolen, however, as they are run into other states for the purpose. But if all states had similar laws nine-tenths of the inducement to theft would be removed and I see no reason why

(Continued on page seventeen)

CAROLINA MOTORIST

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THE CAROLINA MOTOR CLUB is a business organization devoting its entire resources to the bettering of conditions for motorists in the Carolinas. A members' club, not carried on for profit.

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Vol. 2 December, 1923 No. 2

HEADLIGHT REGULATIONS.

Headlight lenses and devices that will eliminate the glare are now available, but much depends on the individual motorist. Any lens or device must be properly focused or adjusted. We've had enough fool legislation about headlights. It's generally the fellow with the brightest lights that complains about the other fellow's. Probably there is nothing that needs more attention at this time than methods to eliminate the glaring headlight. But, further legislation or city laws will not produce the desired results until we have more intelligence displayed on the part of the driving public.

Anything that will lessen the evil of glaring headlights will make for greater safety on the highway. Dimming lights on the highways is more dangerous than bright lights. Headlights should be dimmed on city streets that are well lighted.

The Motor Vehicle Manufacturers, Engineers, the Bureau of Standards of the United States and the American Automobile Association have been working for a long time to improve headlights. Practical results are now at hand. Various states have adopted a definite list of devices that have been approved by the Conference of Motor Vehicle Administrators. These devices come within the law, they eliminate the glare in the eyes of the approaching driver, when they are properly adjusted.

Realizing the great need of further regulations, the Carolina Motor Club in this issue of Carolina Motorist devotes eight pages to the subject of Headlight adjustments. A list of approved devices are given, a method is given by which all car owners can test and adjust their own headlights. Recommendations are made to all the Official Garages, and others to be prepared to test and sell approved devices. If every motorist would carefully read these pages and follow them there would be immediate improvement, and many less glaring headlights on the highways; and as a result, fewer accidents on the highways.

Test and adjust your headlights.

HAPPY CHRISTMAS TO ALL.

The Carolina Motor Club's entire staff takes this means of wishing a happy Christmas to every member of this organization. It has been with a great deal of pride that we have served you during the past year, the first in the history of your organization. All Executive Officers have filled their offices without remuneration. The work has been a hobby and a joy. Not a single soul can truthfully predict just what the organization will be in a few years. From the experience of your Executive Officers we would predict that it will be one of the largest organizations existing in the Carolinas, one that will not only be an important factor in legislative matters as they effect motor vehicles and highway legislation, but in addition, will give every member a hundred cents worth of direct service for every dollar in membership paid to the Club. Your organization is working unselfishly for the improvement of motoring conditions in the Carolinas, to make our streets and highways safe, to attract to the Carolinas more motorists from other parts of the country. If we are to judge by the many letters received at the headquarters office, your organization has been a tremendous success, has built a strong foundation on which a great structure will be rapidly erected.

THE CHARLOTTE OFFICE.

The branch office of the Carolina Motor Club for Charlotte is under construction at the time this is written. It is expected that this office will be ready to open by January 1st. The office is located on the sidewalk adjoining the City Hall. It is ten feet by ten feet, painted white and blue, the club colors. Members will find this office ready to assist them at all times. Complete information on roads and all other subjects will be maintained at this office.

CERTIFICATE OF TITLE LAW.

For the benefit of those who have complained of the Certificate of Title Law we are producing in this issue a three-page story by Wm. J. Burns, an authority on the subject of the best methods to prevent thieving. He tells us most plainly that eventually this law will reduce at least 90 per cent of the thieving of automobiles.

North Carolina and South Carolina are both announcing new resort developments. There are most wonderful opportunities for making our resort developments compare with California resorts if we make it possible for motorists to reach the resorts. Once the traveler reaches the borders of our States, the balance of the way is good. Our greatest obstacle now is the road through Virginia; and you should hear what the travelers call that state.

Defective brakes are dangerous. How are yours?

For Humanity's Sake, Ask Yourself this Question

Are My Headlights Properly Adjusted?

As a law-abiding Motorist, interested in making the streets and roads more safe for you, your family, and your neighbors,

Have Your Lights Tested Today

It is an obligation placed upon organized Motorists to lead the way for other Motorists in lessening the danger of night driving resulting from glaring headlights.

Dimming Is Often Dangerous

If your motor vehicle is equipped with one of the approved Headlight Devices, and your lights are properly focused and adjusted, you do not need to dim excepting under unusual circumstances.

If Not For Your Own Sake, For Humanity's Sake Have Your Headlights Tested and Properly Adjusted

Your help in this campaign for improvement in headlights may mean avoiding many wrecks; it may mean the saving of your very own life, or that of a member of your family or a dear friend. Glaring headlights are dangerous. If all motorists will use caution and properly adjust their lights this great danger can be lessened.

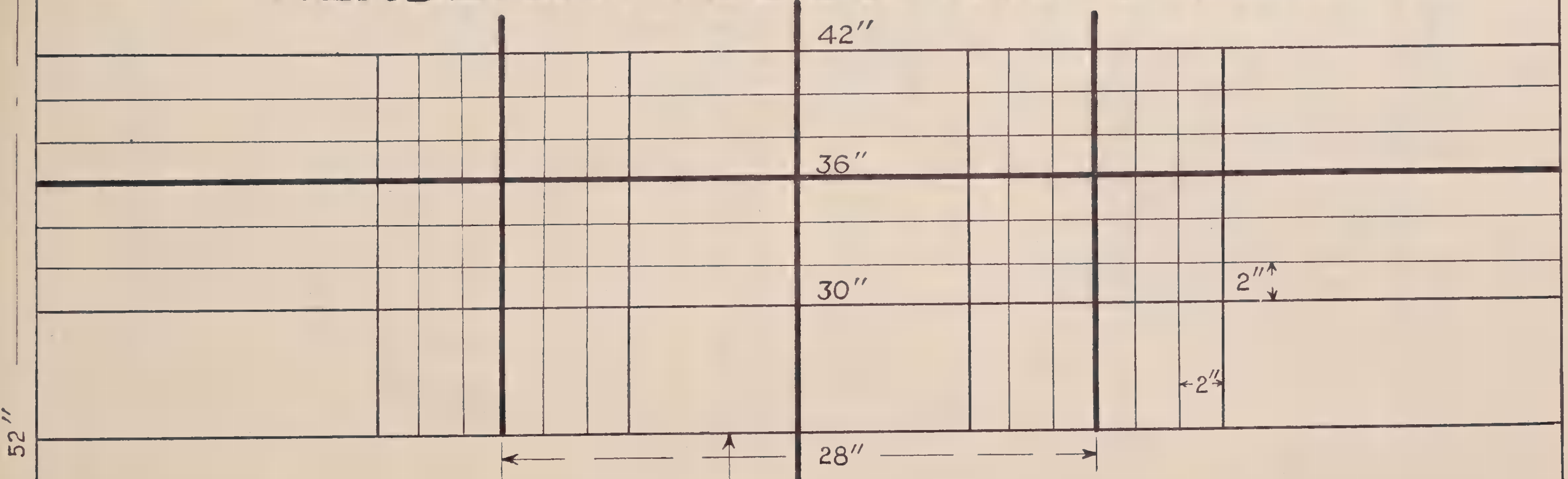
Carolina Motor Club Official Service Stations Will Test Your Headlights For You

The Official Service Stations of the Carolina Motor Club are reliable; they are honest, fair, and trustworthy. You can depend on them. If you find one who is otherwise, let us know at once and we will do the rest.

Don't put it off; get your lights tested tonight. Better lights will increase the use and joy of your car.

CAROLINA MOTOR CLUB, INC.
Headquarters Office
GREENSBORO, NORTH CAROLINA

OFFICIAL
HEADLIGHT ADJUSTING CHART



When properly adjusted, headlights equipped with any of the devices on accompanying approved list are legal in nearly all states.

Beam pattern with car loaded must not rise above horizontal-line on chart which is same height as center of headlights above floor.

CENTER CAR ON THIS LINE

24″

Study printed instructions in connection with this chart.

Chart made according to these specifications should be attached to upright frame, placing bottom of chart on floor level on which car stands.

PREPARED BY AMERICAN AUTOMOBILE ASSOCIATION
IN COOPERATION WITH THE U.S. BUREAU OF STANDARDS.

Floor level

72″

Instructions for Adjusting Headlights

Prepared by

U. S. Bureau of Standards

1. Place car **fully loaded** and properly centered on level floor, with headlights 25 feet from chart. Examine Fig. 1 on page 6 which shows position of chart relative to car.

2. Remove both lenses; examine lamps to insure using only 21 candle power gas-filled; clean and polish reflector with camel's-hair brush if required. Replace dented or rusted reflectors.

3. Measure vertical distance of center of headlights above floor and select corresponding horizontal line on chart. This is upper limit of beam and, when headlights are **properly adjusted, top part of beam** should just **touch this line.**

4. Measure horizontal distance between centers of headlights and select corresponding vertical lines on chart equidistant from center line.

5. Consult accompanying list of approved lenses to determine focus and tilt required by this particular device.

6. **For lenses requiring principal focus and no tilt.**
   Move screw or device that regulates lamp position so that circle of light on chart is smallest possible and move headlight so that this circle falls at intersection of horizontal and vertical lines selected by 3 and 4 above. Cover one headlight while working on other.

7. **For lenses requiring principal focus and tilt.**
   Focus as in 6, but move headlights so that center of circle of light falls a distance below horizontal line selected in 3, corresponding to tilt in inches (as determined from table, page 5). See Fig. 1 on page 2.

8. **For lenses requiring special focus with or without tilt.**
   Focus in accordance with manufacturer's instructions.
   If no tilt is necessary, proceed as in paragraph 6.
   If tilt is required, proceed as in paragraph 7.
   See attached for designation of focal positions.

9. Securely fasten all adjusting devices to prevent loosening from vibration.

10. Clean and apply lenses, being careful to have proper side out and top of lense at top of reflector.
    Note: Reflectors on Ford, Dodge, and some other cars are pushed back in lamps when lense is replaced, throwing lamp out of focus. This should be corrected by refocusing by use of adjusting screw to give narrowest vertical spread of beam on chart.

11. Check pattern of beam on chart. Top of beam should just touch **horizontal line selected in paragraph 3.** If necessary, tilt headlights additional amount.

    Special Note: It is always advisable to carry extra bulbs in the car to be used in case lights burn out on the road.

Adjustments for Four Types of Lamp Sockets

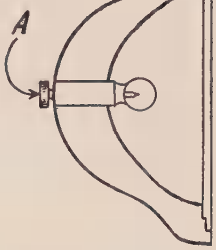


Fig. 1.

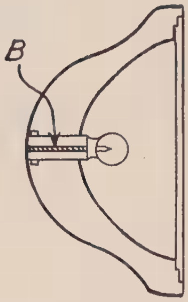


Fig. 2.

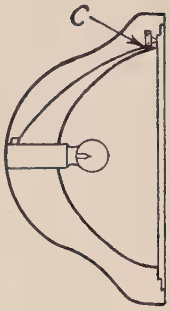


Fig. 3.

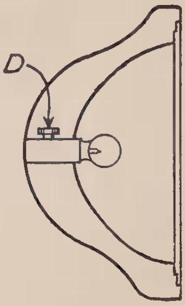


Fig. 4.

Fig. 1 has an adjusting screw near the center, on the rear of headlight shell. The lamp bulb is moved forward by turning the screw or knob (A) to the left, and backward by turning it to the right.

Fig. 2. The lamp is held in place by a ratchet device (B). The lamp is moved forward or back by grasping the bulb and either turning the bulb to the right or pressing it to one side or the other to disengage the ratchet, and then pulling or pushing the lamp in its socket to the next notch. If the lamp does not move easily, remove the reflector and determine how the ratchet works.

Fig. 3. The adjustment is made by turning the large screw (C) in the rim of the headlight front just at the edge of the reflector. By turning this screw to the right it will move the lamp forward in the reflector.

Fig. 4. The lamp is held in place by a set screw (D) in back of the reflector. When the set screw is loosened, the lamp may be moved backward or forward. The set screw must be tightened securely to hold the lamp in place.

FOCAL POSITIONS

Principal or No. 1 adjustment.

By means of focusing device move lamp backward or forward in reflector until circle of light on chart is smallest possible. The majority of lenses require this adjustment.

Rear or No. 2 adjustment.

After making the principal adjustment, move the bulb backward until a black spot appears in the center of the light, then forward slightly until the black spot almost disappears.

Front or No. 4 adjustment.

After making the principal adjustment, move the bulb forward until a black spot appears in the center of the light, then move the bulb slightly backward until the black spot almost disappears.

Special or No. 3 adjustment.

Few approved lenses, or devices, call for this adjustment, the circle of light being a trifle larger than the principal and smaller than the rear adjustment.

List of Approved Headlight Devices

CLASS A

UNIFORM APPROVED LIST

The devices under this class have been approved by the Conference of Motor Vehicle Administrators, representing the following States, in all of which they are legal.

Connecticut
Maine
Maryland
Massachusetts
New Hampshire
New Jersey
New York
Ohio
Pennsylvania
Rhode Island
Vermont

In some of these States other lenses or devices, in addition to those listed below, have been approved. If in doubt about the legality of your lense or device communicate with your Motor Vehicle Commissioner.

When properly adjusted, headlights equipped with any one of these devices will be legal in nearly all States.

Devices	Manufactured by	Focal Adjustment	Tilt from Hor. Beam per 25 ft.
Alpheco	Alpha Lamp Br. & Gl. Co.	Principal	No tilt
Bausch & Lomb	Bausch & Lomb Opt. Co.	"	3 in.
Benzer Type "A"	Benzer Corp.	"	No tilt
Brown Reflector	Brown Reflector Co.	Special	6 in.
Conaphore "F" Clear	Corning Glass Co.	Principal	No tilt
Conaphore "F" Noviol	Corning Glass Co.	"	"
Dillon Type I	Dillon Lens & Mfg. Co.	"	"
Dodge Bros. 8⅝ only	Dodge Bros.	"	1 foot
Flatlite Standard Reflector	Thomas J. Corcoran Lamp Co.	Special (narrowest vertical spread)	1 foot
Flintex	Jeannette Glass Co.	Principal	9 in.
Ford "H", 8⅛ only	Ford Motor Co.	"	1 foot
Guide-Ray Type "A" Headlamp	Guide Motor Lamp Mfg. Co.	Special	No tilt
Holophane	Holophane Glass Co.	Principal	"
Hudson, 8⅛	Hudson Glass Co.	"	1 foot
Lee Knight	Lee Knight Lens Co.	"	4½ in.
Legalite MIII	Legalite Corp.	"	No tilt
Liberty Type "D"	Macbeth-Evans Co.	"	"
McKeelite	McKee Glass Co.	"	10 in.
Miro-Tilt	John W. Brown Mfg. Co.	"	"
Monogram	Monogram Lens Corp.	"	1 foot
Osgood B-23	Osgood Lens & Supply Co.	Special	3 in.
Parab-O-Lite Type FW	Zorger Lens Co.	"	6 in.
Patterson	Warner Patterson Co.	Principal	No tilt
Smith	L. E. Smith Glass Co.	"	Horizontal
Devices approved July 27, 1923.			
Spreadlight	McKee Glass Co.	Principal	13 in.
Macbeth Type D	Macbeth-Evans Co.	"	No tilt
Standard	L. E. Smith Glass Co.	Principal	11 in.
Elite	Edmunds & Jones	Special (narrowest vertical spread)	5 in. Center beam
Monogram-Chalmers	Monogram Lens Corp.	Principal	12 in.

SPOTLIGHTS

Several States restrict the use of spotlights and impose heavy fines for directing such lights in eyes of others. The Maryland law, for example, requires that "No spotlight shall be used, except when projecting its rays directly on the ground at a distance not exceeding thirty feet in front of the vehicle using such spotlight, and to the right of the center of the axis of the car. This regulation will be strictly enforced."

The Connecticut law is as follows: "No spotlight shall be used when an approaching motor vehicle is in sight, except when projecting its rays directly on the ground at a distance not exceeding 60 feet in front of the vehicle using such spotlight and to the right of the axis or center of such motor vehicle."

Reprinted from AMERICAN MOTORIST, *September issue*

Legislation and Approved Headlights Are Not Sufficient to Eliminate Glare

Motor Vehicle Owner Must Focus Lights Properly —Simple Rules for Confining Light to Road

By E. C. Crittenden

Chief, Electrical Division, Bureau of Standards

OF THE making of many laws there is no end, and the motorist certainly finds many of them a vexation to the spirit. Headlight laws are no exception, and the average driver will perhaps be excusable if he passes over this page with the weary feeling that it's another patent remedy for glaring lights. But the headlight problem is now decidedly up to the individual car owner and driver. Organizations like the A. A. A. can exert great influence in warding off fool legislation and in furthering uniformity of law and practice in different States, but when there is a real evil not corrected, laws wise or unwise will continue to be ground out of our legislative mills. No one who has occasion to drive at night will deny that headlights still are a nuisance and a dangerous one. The question is, What shall we do about it? Shall we have more restrictive laws or is there some better way to help the situation?

WHAT THE ENGINEERS HAVE DONE

In the first place let me say that the problem is a hard one. Our eyes have a wonderful ability to adapt themselves to conditions. We manage to get along fairly well under pale moonlight and again in direct sunlight, which is a million times as bright. So long as Mother Nature furnishes the light things are not so bad, but when we try to furnish our own we get a spotted effect against which the eye cannot protect itself. Not many of us would care to try the part of William Tell, even if we were allowed a rifle instead of his crossbow to shoot the apple, but when we go out on the road and try to shoot a beam of light past an approaching car without hitting the other man in the eye, we are up against a proposition that is almost as difficult. Certainly we wouldn't play Tell with a shotgun or a blunderbuss, nor can we expect to light the road without blinding the other fellow if we use correspondingly crude or inappropriate headlights.

Fortunately we don't have to use crude stuff, for some of the best brains in the country have been exercised over the headlight difficulty and have produced some beautiful jobs of designing in lenses and reflectors, besides the thousand and one more or less crazy schemes of the miscellaneous inventor. Now I imagine someone says, "Tell us then what's the best headlight and be done with it." The fact is there are a lot of good lenses and other devices on the market, and a whole list of them will be given later, but first let us dwell on the text that the selection of a good light is only the beginning of the driver's duties, although it is the only part that now seems to be emphasized in the law.

The development of relatively good lights has gone hand in hand with the growth of legal regulations, and in order to make the situation clear a little history is necessary. The first requisite was to determine what a headlight ought to do and what it could do. Six years ago the Illuminating Engineering Society put a committee on the job, and they have been at it ever since, with the assistance of other organizations like the Society of Automotive Engineers and the National Bureau of Standards. Glare was no new disease, but the headlight was the most aggravated case of it. A simple and obvious remedy was to abolish headlights except as markers, and to light the highways. It didn't take much arithmetic, however, to show that this solution was prohibitively expensive, as it still is except for a few short main routes. The motorist must carry his light with him; safety requires not merely that dazzling glare be avoided, but that each driver have enough light to see reasonably well. So the engineers set to work to find out by experiment two things; first, how much light is essential on the road; second, how much is tolerable in one's eyes under average night driving conditions. Pairs of cars were fitted up with special devices, so that the distribution of the light could be controlled, and tests were made by passing and repassing on country roads. Dozens of experienced drivers were asked to judge the suitability of the lights, and average values for the requirements were agreed on. Finally tests on the better devices then available on the market showed that a reasonable number of them could fulfill these requirements.

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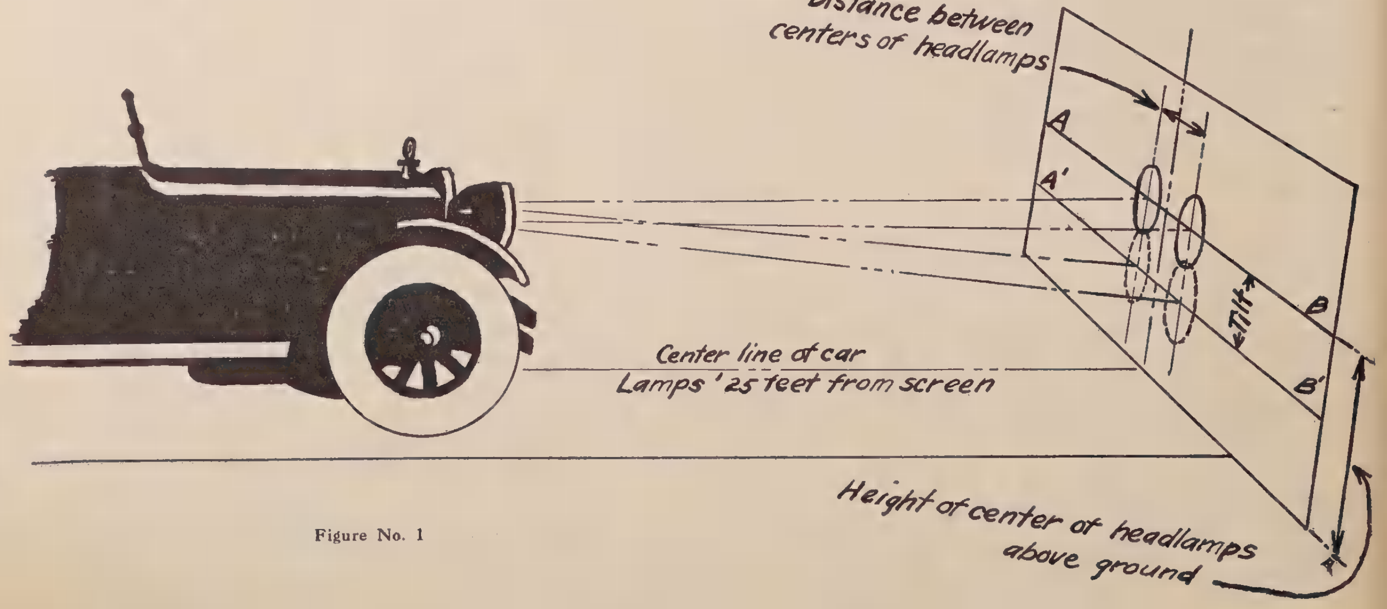
Distance between centers of headlamps
A
A'
Tilt
B
B'
Center line of car
Lamps 25 feet from screen
Height of center of headlamps above ground

Figure No. 1

Recent Laws, and "Approved" Devices

Up to that time laws had been plentiful nough, but they dealt in general phrases vhich no one could interpret with certainty nough to enforce them justly and fairly. So a new tack was tried, and some of the State legislatures were persuaded to supplenent their general requirements by calling or the use of approved devices and giving o an administrative officer power to approve hem on the basis of technical specifications o be established by him. New York State et this fashion. Many others soon fell into ine, and some like Massachusetts, Connectiut, and New Jersey, have taken the lead n carrying the idea still further. Two very mportant results have been obtained in this vay. First it has been possible to stiffen he specifications from time to time as more xperience has been gained and better deigns have been developed, and, most imortant of all, co-operation between States ias been made possible as it could not have een if action of the legislatures had been ieeded. State officials in general have hown notable enterprise in fulfilling their esponsibilities under this type of law, and iave made really remarkable progress oward uniformity among the States. The utstanding accomplishment is an agreement or joint action in the future on headlight levices by all the States from Maine to and ncluding Ohio and Maryland, and the adopion of a definite list of devices now aproved in all those States. This list as upplied by Mr. John A. Macdonald of Conecticut, secretary of the Conference of Motor Vehicle Administrators, is as folows:

Alpheco (8⅛ inch only)
Bausch & Lomb
Benzer Type A
Brown (reflector)
Conaphore Type F (clear and amber colored)
D. B. (Dodge Bros.—8⅝ inch only)
Dillon Type I
Flintex
Ford H (8⅛ inch only)
Guide Ray Type A (headlamp)
Holophane No Tilt
Hudson (8⅛ inch only)
Lee Knight
Legalite M III
Liberty
Liberty Type D
Miro-Tilt (headlamp) (Wills St. Claire)
Monogram (Durant, Grant, Maxwell Oldsmobile, Overland, R. & V., Rickenbacker, Stearns, Stutz, Velie, WK)
Osgood B. 23
Patterson
Parab-O-Lite Type FW
Smith.

here are four devices that the conference uld not unanimously agree upon: Macbeth ype D, Flatlite, Spreadlight, and McKee ght. They have been referred to the ecial headlight committee for consideraon, and have not as yet been disapproved.

It should be understood that there may be her devices equally good but not yet acted on by the conference, and still better ones ay soon be on the market, but those listed e certainly capable of giving good service. iat is, if used right, they will give you a good light and will not blind the other fellow, but they are neither fool-proof nor automatic, and thereby hangs another part of my tale.

Focusing and Tilting of Headlights

A few weeks ago, when new traffic regulations in the District of Columbia were being actively considered, the Bureau of Standards made some tests to show the actual condition of headlights on the road. As a sample, more than 400 cars were examined. These cars belonged to people who had interest enough to bring them for test, so that they were certainly not worse than the general run. Seventy-two per cent of them had approved devices, yet it was found that on only one in every twenty cars were the headlights in really good condition. Dirty lenses and reflectors were surprisingly numerous, but what is more important is that three out of every four cars had the bulbs "out of focus" so that light was being wasted and in most cases thrown in the eyes of other drivers. Moreover, nearly half the lamps were not correctly tilted, and threw the light either close in front of the car or up in the air, where it did more or less harm and little good.

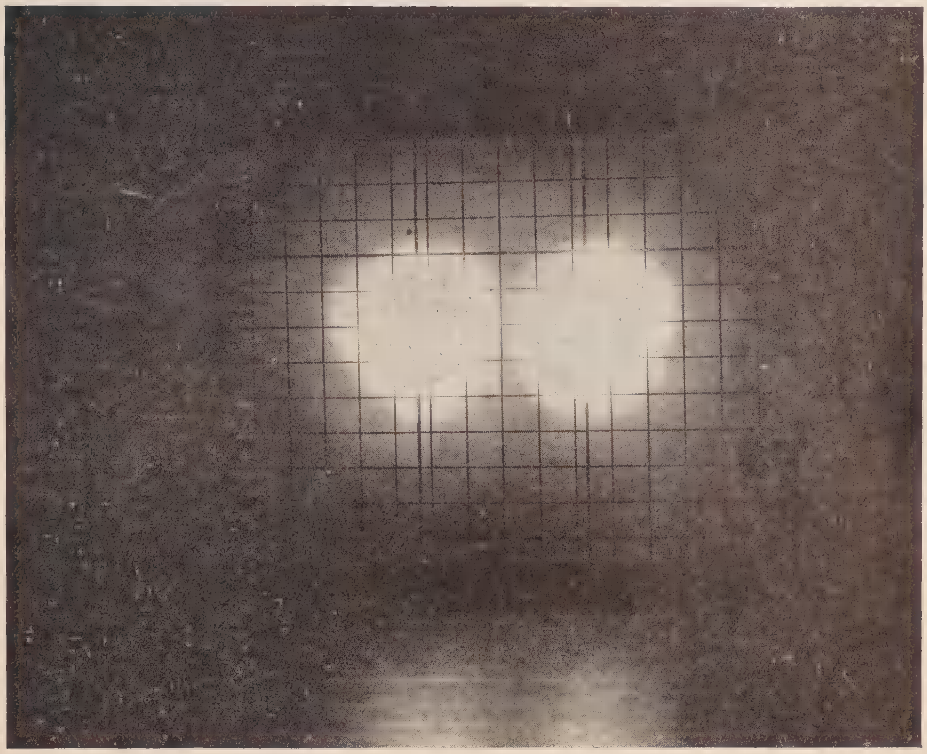

Figure No. 2

"Focussing" and "tilting" may sound formidable, but cars of nearly all recent models have very simple means for these adjustments, and a little experimenting with them will be well repaid by improved light on the road as well as greater comfort for your neighbor. Somewhere about the lamp casing you will usually find a screw which moves the bulb back and forth. If the lens is removed from the ordinary reflector, this movement of the bulb gives a beam sharply concentrated when the filament is at the focus of the reflector and spreading more and more as the filament moves away from the focus either front or back. Nearly all approved lenses require the beam to be sharply focussed, and at any rate it is well to get the idea of what the focussing screw does to the beam with the lenses off. Let the car stand on a *level* floor or roadway about 25 feet from a light-colored wall, or the garage door, so that the headlight beams fall directly upon it as shown in Fig. 1. Then as you tilt the bulbs backward or forward the spots of light on the wall will grow larger or smaller. It is usually better to cover one lamp while you adjust the other. When both are focussed you should get two distinct spots symmetrically placed straight in front of the car as shown in Fig. 2. If the two are not so placed or are not at the right height, one or both of the headlamps needs aiming or tilting to make them so, and this adjustment likewise is usually made without difficulty on recent models by loosening the proper nuts.

Of course, it should be possible to run the car into any service station and have these adjustments made in a few minutes, but unfortunately, the average garage man knows mighty little about headlights, and he doesn't think it worth while to learn. One of the jobs that needs doing is to devise some plan that will wake him up to the need of rendering such service. In the meantime, however, we must struggle with our lights more or less individually.

So supposing we have the lamps well focussed, the next question is the height at which the spots of lights should be set. If you have the instructions which should go with every device these will tell you how many inches tilt in 25 feet are needed. Otherwise you will have to try out the lenses and see what they do to the beam. If they merely spread it out sidewise then you must tilt the lamps down so that the top of the beam comes on a level with the center of the lamps. Such an adjustment is shown in Fig. 2 where the heavier horizontal line marks the level of the lamps. If, however, the lenses are so made that they bend the light downward, as well as spread it sidewise, as many types do, then the centers of the spots should be on a level with the lamps. The tilt as shown by height of the beam should be judged when the car is fully loaded. Don't forget that loading down the rear end of a car may throw the beam up enough to be very troublesome if you have adjusted it with the car empty.

Having thus focussed and aimed the unmodified beams you are ready to put on the lenses. When this is done you should get on the wall a pattern of light stretched out to the sides but with *no considerable bright parts above the level of the lamps.* The instructions furnished with each device should include a photograph of this beam pattern as a guide for installation and readjustment when necessary. The shape of pattern will be different for different devices, and if you are a connoisseur you may have your choice of several types. Of course, a different pattern on the wall means different distribution of light on the road. Figure 3 shows one type which has important advantages in putting the light where it is most useful on the road, leaving only smaller intensities in directions where it is less necessary. The first consideration is always of course not to have much light in that part of the pattern which lies to the left and above the lamps, since this is the region where the light falls into the eyes of other drivers.

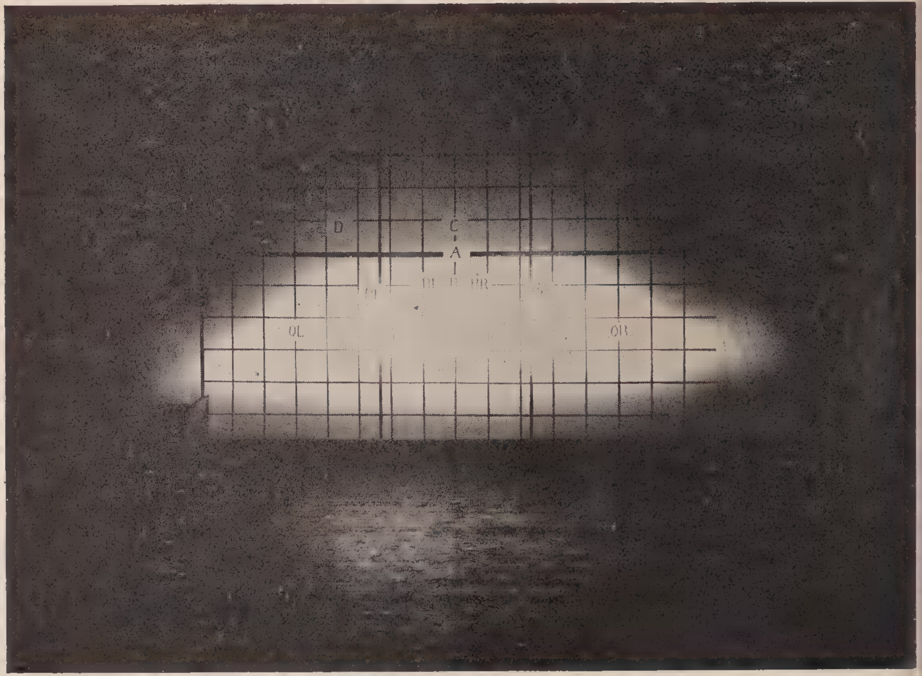

Figure No. 3

Finally, What Shall We Do About Legislation

Once more let me say the headlight problem is not simple, and no remedy will cure all the difficulties. No practicable scheme can put adequate light ahead of a car without some evil effects. For instance, cars meeting at the brow of a hill or on a rolling or rough road can not avoid glare. There will continue to be some circumstances in which dimming is courteous if not necessary, but if you have a high-grade redirecting lens or other device, and keep it adjusted as it is intended to be, you can disregard most signals for dimming and still feel yourself a good citizen. Many have met the individual who comes down the road with glaring lamps lighting up the whole landscape, then throws them off, and being left in darkness thinks others are to blame for his inability to see. Such persons are the ones who call loudly for more laws, not realizing that no laws can take the place of intelligence on the part of the driving public. It is easy to call for better specifications, more rigorous enforcement, etc., but frankly our technical men have done their best, and it is doubtful if lawyers and policemen can do better. In the end we come back to the individual motorist. The laws, as they now stand in our more progressive States, assure him of the ability to get headlights that are practically guaranteed by the State to be capable of giving results that are fairly good considering the difficulties of the problem. Whether he will get those results depends on himself.

What then can the individual driver do? He can at least try the following:

First, be sure to get devices that are ap proved by competent authorities; second, ir sist on having understandable instruction for use of these devices; third, follow th instructions and see that his lamps sta right; fourth, encourage garage men t give some real headlight service; fifth, de mand such service from makers and seller of cars; sixth, help to spread the gospel c good lighting. Most important of all c course is to follow the injunction to "L your light so shine before men that the may see your good works." If all of u will make such an effort, there is a goc chance for real improvement in road cor ditions, and then perhaps the police can b called on to prod the undesirable citizen wh fails to join in the movement. At any ra let us co-operate with progressive officers i those States where an intelligent effort being made to help the situation, and gi the present regulations in those States fair trial before urging that some new ar novel remedy be found.

Additional Information—

TO CLEAN REFLECTOR

Dust or dirt on the reflector or on the glass lense may cut down the light on the road more than half. The reflectors of head and side lamps are usually plated with pure silver.

To clean reflector, use a soft, clean cloth, or powdered dry rouge and chamois skin, without using pressure, and rub outward, not around. Never rub a reflector with cloth or chamois which is dusty or full of grit. It will scratch the surface and ruin it for service.

TO CLEAN THE GLASS LENSE

Absorbent cotton, dipped in alcohol, rubbed over the surface, will be found efficient

WHY AUTO THIEVES?

(Continued from page seven)

nine-tenths of the thefts would not cease. It is a very peculiar thing to me that some concerted action is not taken to induce all the states to pass a vehicle registration law similar to those that have already demonstrated their usefulness in several states. It is the logical solution."

All of which ties back to a proposed uniform anti-theft law worked out some years ago by the Motor Vehicle Conference Committee of the American Automobile Association. The provisions of that law might well be taken as the basis for such legislation by any state. If all of them passed a law based upon those provisions the stealing of automobiles would virtually cease throughout the United States.

This law provides, in the first place, that manufacturers shall place identification marks on all cars, that it shall be a violation of law to remove them, and that no person may possess a car that does not have them. So is it required that a car shall retain an identity. All cars must be registered. Certificates of ownership must be secured. When a car is sold a certificate of ownership must be produced, the sale must be reported and the registry card surrendered. The new owner must file proofs of former ownership before tags and permission to operate are given him. Registry of the title of cars is the center of the whole idea. Registry establishes ownership. Without established ownership a car may not be sold. Therefore a stolen car may not be sold.

To be sure, there is a spice in life that is lent by the element of insecurity. One gets a bit of a thrill when he comes back at two a.m. and is not sure that his car will be there. And there is another sort of pleasure derived from the possibility of losing a car by another sort of man—the careful fellow who tediously puts his anti-thief lock on his car whenever he goes into a store! How he enjoys frustrating the outlaws! There is little outlawry left. Maybe it is a duller world but I suppose we will have to remove the spice that is lent it by the auto thief and write him an epitaph. They are so easily done away with that one may well ask: "Why auto thieves?"

—*Courtesy American Motorist.*

NOW ITS RECKLESS STOPPING.

Reckless stopping in traffic is just as dangerous as reckless driving in traffic. Thoughtless drivers, with wonderfully efficient brakes often stop without any warning to their fellow motorist behind them.

Let death come from natural causes, not from reckless driving.

Santa Claus is coming soon. What would be nicer for the husband, wife, mother, brother, or sister, than a membership in the Carolina Motor Club, with radiator emblem, engraved membership card, all fixed up in nice Christmas box, and real services for twelve months.

ELLIS SIGN COMPANY
Commercial Signs - - Theatrical Scenery
Phone 3226
308 1-2 Elm St.
GREENSBORO

WHOLE NATION APPROVES CAROLINA MOTOR CLUB.

Since the Carolina Motor Club was founded it has worked out a number of plans that have attracted wide attention. In October the American Automobile Association requested 300 copies of our 24-page emblem folder, being a story of the Club and its service. Since this was sent out many letters of commendation, and request for further information and loan of cuts have come from cities in Connecticut, Michigan, Nevada, Louisiana, Alabama, Illinois, Massachusetts, North Dakota, Ohio and Pennsylvania.

You never see a man with Radiator emblem on his car trying to hog the road.

RIGHT ON YOUR WAY
Going to Asheville.
If en route to Blowing Rock follow No. 10 this far and cut across via Rhodhis to Lenoir.
Visitors Always Welcome
The Howard-Hickory Co.
Nurserymen - - - Landscape Gardeners
On Highway No. 10 and Southern Ry.
HICKORY, N. C.

It's Not a Home 'till it's Planted
It's only just a house until you have some Roses over the porch, Shrubs for the border, and Shade Trees for the lawn. Let our landscape planners help you. Write us. Also send for our new catalog of ornamentals and fruit trees.
J. VAN. LINDLEY NURSERY CO.
Pomona, North Carolina

"CHAIN" BATTERIES ARE MADE IN CHARLOTTE
MANUFACTURER DIRECT TO YOU
CHAIN BATTERIES FULLY CHARGED
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M-6-11 Ford, Chevrolet etc.	$12.75	M-6-19 Cadillac, Cole, etc	$26.40
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5 Per Cent War Tax to be Added to All Batteries
Chain Storage Batteries are unconditionally guaranteed for one year from date of sale.
We are right here and near you and will do exactly what we promise.
Service——Quality——Price
CHAIN BATTERY SYSTEM
OF CHARLOTTE
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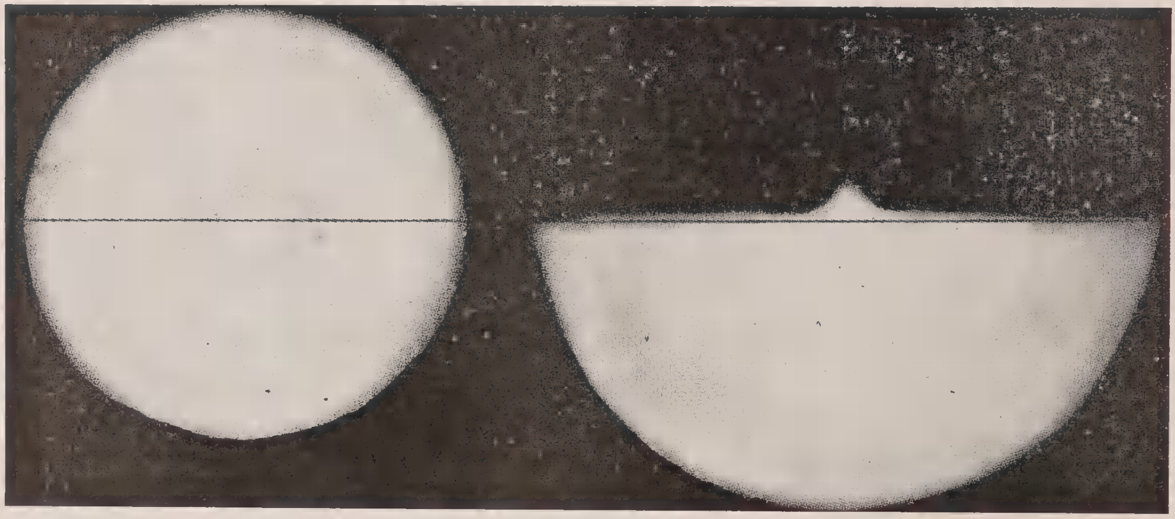
"Twice the Light

Without the Glare"

REFLECTORS

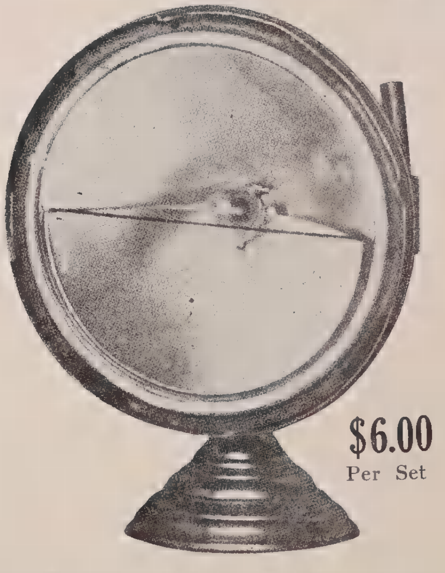
The left hand photograph is the beam from an ordinary Ford headlamp. The right hand photograph is exactly the same beam with the TRIPPE REFLECTOR attached. Note the much wider spread, greater light concentration and entire absence of glaring rays above the lamp level.



The TRIPPE REFLECTOR as attached to headlamp at right is the first real solution of the glare problem. Properly installed the simple principle of off-set parabolic surfaces adds from 3,000 to 15,000 more candle-power on the road and entirely eliminates upward rays.

TRIPPE REFLECTORS are finely constructed optical instruments and mathematically correct in focus and curvature. Easily installed, heavily silver-plated. No dimming, no stopping, no danger; yet a splendid light from ditch to ditch and 400 feet ahead.

Live business men will be appointed sales and service agents in every city and large town in North Carolina. Applications must be sent in immediately to



$6.00
Per Set

A. H. CROOM

TRIPPE REFLECTOR SERVICE

BLACK MOUNTAIN, N. C.

WATCH OUT FOR FLY-BY-NIGHT AUTO SERVICE COMPANIES.

The South, and especially the Carolinas, has been invaded within the past year with many fly-by-night auto service schemes. Most of these are on paper and presented by flashy dressed salesmen, who will promise the earth for a small sum, knowing, that, though small, the sum is all net. Because it is cheap many motorists bite. Any thinking man should know better.

There are numerous citizens of the Carolinas who have paid out money for so-called memberships and received nothing in return. Thousands of dollars have been thrown away by our car owners in this manner.

The Carolina Motor Club, organized in 1922, has time and again warned our people to watch out for these men. Many of them are wanted by police authorities.

Service companies offering discounts for tires and gasoline have never been a success and never will. Furthermore we believe it will be proven they are violating a federal law. Certainly any garage that would tie up with one of them is taking dangerous chances for his business.

Of course we must advertise, as Irvin Cobb says. Everybody admits it, but nobody is ready to put up the price. It costs money to advertise, but it pays to advertise. The CAROLINA MOTORIST is advertising the Carolinas to motorists everywhere, and results are being obtained and more motorists are coming. But, says the hotels, the cafes, the motor companies, let 'em come; we'll be glad to see them, and they go on and say "We congratulate you on the splendid work the Carolina Motor Club is doing." Thank you's don't pay the printer's bills, nor Uncle Sam's hire for delivery.

Automobile courtesy is practiced too little by men who are otherwise perfect gentlemen. Some men are courteous as possible when with ladies in public places, but when they meet them on the highway their courtesy is a thing of the past. Some men are thoughtful and watch and try to see what the lady is going to do, others take chances. But in all seriousness, let's help the ladies with their driving, don't try to crowd them off the road.

Thousand calls a month for information. That's one month's record at Carolina Motor Club headquarters. This must be worth something to the visitors within our borders, as well as to our members.

The greatest per capita use of automobiles is to be found in towns of from 1000 to 5000 population, reports the National Automobile Chamber of Commerce.

GEARLESS MOTOR CARS IN FRANCE.

Automobiles without gears were one of the features that attracted visitors from all parts of Europe at the Automobile Salon held in Paris from October 4th to 14th.

The Voison firm displayed a car having a series of three wheels on the propeller shaft immediately in front of the rear axle housing, which come automatically into action when required.

The little six-horsepower Lafitte eliminates the gear box by using two large disks which transmit the power to the rear axle when in contact. Changing speed is accomplished by moving the whole engine, which is of a small three-cylinder aeroplane type, on its axis so as to bring different parts of the disks into contact.

—*Courtesy American Motorist.*

Lock your car today or—tomorrow you may walk.

LANTERN SLIDES MOTION PICTURES
COLLEGE PHOTOGRAPHS COPYING

CATERING TO ALL BRANCHES OF PHOTOGRAPHY

We make pictures of all kinds, any time, any where

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The *WILLARD* Battery is recognized as the Best Standard Battery, and is recommended by over 80 per cent of automobile manufacturers.

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Corner East Market and Davie Streets Phone 1577 GREENSBORO, N. C.

The Hotel Burton Is Recognized as the Best Hotel In Danville, Va.

CAROLINA MOTORIST

Is Read By People Living On The
Prosperous Side of Main Street

Where is there a more desirable group of patrons for you? These readers are all owners and users of automobiles. They are accustomed to at least all the ordinary luxuries of life. And, when you have sufficiently established yourself and your product with them, you will find them a dependable source of profit and satisfaction through the years to come.

For the manufacturer or dealer, producing or selling a deserving product, which is capable of creating a real demand, and is backed by sound merchandising and adequate advertising, the market represented by THE CAROLINA MOTORIST readers is pre-eminently worth winning.

Advertising rates and full information on request.

CAROLINA MOTORIST

Telephone 2468 Greensboro, N. C.

CAROLINA MOTOR CLUB
OFFICIAL
GARAGE
AAA
CERTIFIED SERVICE

(Town, Name, Hours for Service, Phones—Day and Night, in order.)

Asheville—Weaver Motor Co.—7:30 A.M.-7 P.M.
Asheville—Cazel Auto Service Co.—12 A.M.-12 P.M.—358-358.
Aberdeen—A & M Garage—All hours.
Albemarle—Auten-Wolft Motor Co.—All Hours—126-126.
Asheboro—Highway Service Station—All Hours—142-27.
Black Creek—Aycock Auto Co.—4003.
Blowing Rock—Service Garage—All Hours.
Brevard—McCrary Motor Co.—6:30 A.M.-12 P.M.—198.
Bryson City—Sandidge Motor Co.—All Hours—82-2.
Burlington—Midway Auto Co.—7 A.M.-8 P.M.—J-812.
Burlington—C. P. K. Motor Co.—7 A.M.-8 P.M.—825.
Burlington—Front Street Service Station—6 A.M.-12 P.M.—241.
Chadbourn—D. R. Connors Garage—7 A.M.-6 P.M.—2 Rings; 3 Rings.
Charlotte—Auto Inn—All Hours—24-24.
Charlotte—Rust Motor Co.—7:30 A.M.-6 P.M.—218.
Charlotte N. C.—Bradshaw Auto Service Co.—7 a. m.-7 a. m.—1653-1653
Concord—Cabarrus Motor Co.—6 A.M.-11 P.M.—400-132L.
Danville, Va.—Automotive Service Co.—7 A.M. to 12 P.M.—45-11.
Dillon, S. C.—Anderson & Covington Garage—7 A.M.-12P.M.—54.
Dunn—Z. V. Snipes Garage—6 A.M.-10 P.M.—24.
Durham—Durham Motor Car Co.—7 A.M.-10 P.M.—702-702.
Elm City—Braswell Motor Car Co.—All Hours—237.
Enfield—Thos. E. Marshall—7 A.M.—-8 P.M.—262-211J.
Fairmont—Webster Motor Co.—7 A.M.-10 P.M.—39.
Franklinville—Franklinville Motor Co.—All Hours—95-95.
Fuquay Springs—H. H. Sessoms Garage—7:30 A.M.-6:30 P.M.
Fayetteville—Universal Garage Co.—7 A.M.-6 P.M.—186-187.
Fayetteville—Lewis Motor Co.—7 A.M.-10 P.M.—862-862.
Fayetteville—J & N Motor Co.—7 A.M.-6 P.M.—75-75.
Franklin—Porter Motor Co.—7 A.M.-9 P.M.—45-45.
Gastonia—Red Lion Service Co.—7 A.M.-10 P.M.
Gastonia—E. T. James Co.—All Hours—1937-827J.
Gastonia—Craig Chevrolet Co.—7 A.M.-8 P.M.—918-918.
Goldsboro—Harris Motor Co.—7 A.M.-10 P.M.—838-482.
Goldsboro—Standard Motor Co.—7 A.M.-10 P.M.—872.
Graham—Moon Motor Co.—7 A.M.-10:30 P.M.—558J-558J.
Greensboro—Greensboro Motor Car Co.—7 A.M.-6 P.M.—2500-1020W. (Buick service only.)
Greensobro—Winder Oil Co.
Greensboro—Boren & Swaim Service Stations (Gasoline and oil service only.)
Greensboro—Guilford Motor Car Co. (Franklin service only) 7:30 A.M.-6:30 P.M.—166-166.
Greensboro—Coble & Starr Motor Co.—7 A.M.-10 P.M.—678-684.
Greensboro—Mebane Motor Co. (Dodge service only)—8 A.M.-6 P.M.—2351-2351.
Greensboro—Hares Motors of the Carolinas—7:30 A.M.-9 P.M.—2836.
Greensboro—Thos. C. Hunt, Inc.—8 A.M.-6 P.M.—260-3002W. (Packard service only.)
Greensboro—Winder Oil Co. Phones 2605-2674-266.
Greenville—Sugg Motor Co.—7 A.M.-9 P.M.—429.
Hamlet—Seaboard Filling Station—7 A.M.-10 P.M.—143.
Hamlet—Auto Inn—6 A.M.-10 P.M.—71W-71W.
Henderson—Stevenson Motor Service Co.—8 A.M.-8 P.M.
Hendersonville—R R Motor Co.—7 A.M.-12 P.M.—198.
Hickory—Hickory Motor Corporation—6 A.M.-11 P.M.—405-24.
High Point—White Way Motor Co.—All hours except 9:30 A.M.-4 P.M. Sunday—395.
High Point—Sheraton Garage—All hours. 485-485.
Hillsboro—Orange Motor Co.—7 A.M.-7 P.M.—98-110.
Jamestown—Jamestown Motor Co.—7 A.M.-10 P.M.—5321-5321.
Kannapolis—R. M. Housel Garage—6:30 A.M.-8 P.M.—33-133.
Kinston—Kinston Garage—7 A.M.-6 P.M.—414.
Laurel Hill—Pate Overland Co.—7 A.M.-6 P.M.—3911-3905.
Laurenburg—McNair Automotive Co.—7 A.M.-6 P.M.—303.
Lenoir—Merritt Motor Co.—Phone 52.
Lexington—G & G Motor Co.—All hours—7443-353.
Liberty—Smith Motor Co.—All hours—75-70.
Lincolnton—Hinsons Garage—7 A.M.-11 P.M.
Louisburg—Beck's Garage—7 A.M.-12 P.M.—341.
Lumberton—Townsend Motor Co.—7 A.M.-7 P.M.—196-154.
Madison—Rockingham Auto Co.—7 A.M.-7 P.M.—457.
Marshville—Marshville Motor Co.—7 A.M.-7 P.M.—154.
Maxton—Wilbarn Service Co.—7 A.M.-9 P.M.—215.
Mebane—James Warren Motor Co.—9 A.M.-6 P.M.—100-100.
Mebane—Elkins Motor Co.—7 A.M.-9 P.M.—134-91.
Monroe—Monroe Motor Co.—7 A.M.-7 P.M.—599.
Mebane—Mebane Auto Co.—9-97.
Morehead City—Service Garage—7 A.M.-6 P.M.—134W-1J.
Morehead City—Morehead City Garage—6 A.M.-6 P.M.—100-122J.
Morganton—Erwin Bolton Motor Co.—7 A.M.-6 P.M.—112.
Mt. Olive—J. L. Hatchers Garage—7:30 A.M.-10 P.M.—32-133.
Mt. Airy—General Motor Co.—6 A.M.-6 P.M.—42.
Nashville—Wheeless Motor Co.—6:30 A.M.-10 P.M.—68.
Newbern—Automotive Service Co.—7 A.M.-12 P.M.—866-866.
Newbern—Willis Motor Co.—7 A.M.-12 P.M.—287-794.
Newton, N. C.—City Service Station—7 a. m.-9 p. m.—197-141
North Wilkesboro—W. W. Call Motor Co.—7 A.M.-6 P.M.—238.
Oxford—Crenshaw Motor Co.—7 A.M.-6 P.M.—1635.
Oxford—Granville Motor Co.—6:30 A.M.-6:30 P.M.—90-1R.
Pinnacle—Pinnacle Motor Co.—7 A.M.-10 P.M.
Ramseur—Moore Motor Co.—7 A.M.-10 P.M.
Randleman—Randleman Motor Co.—7 A.M.-9 P.M.—97-97.
Roanoke Rapids—Joyner Motor Co.—7 A.M.-6 P.M.—226.
Rockingham—Jenkins Buick Garage—7 A.M.-11-15 P.M.—341.
Raleigh—Motor Service Co.—7 A.M.-11 P.M.—777-1466W.
Raleigh—Franklin Auto Sales Co.—7:30 A.M.-6 P.M.—715-715. (Franklin service only.)
Raleigh—Sugg Motor Co.
Raleigh—Phinney Sales Co.—8 A.M.-5:30 P.M.—2065.
Reidsville—Square Motor Co.—7 A.M.-6 P.M.—356.
Rockingham—Jenkins Buick Co.
Rocky Mount—Edwards Cutchin Motor Co.—All hours—362-362.
Roxboro—Crowell Motor Co.—7 A.M.-6 P.M.—77.
Smithfield—Sanders Motor Co.—7 A.M.-10 P.M.—168.
Salisbury—Cal Cutting Motor Service Co.—7 A.M.-9 P.M.—441.
Salisbury—Motor Tire & Service Co.—7 A.M.-10 P.M.—456W.
Sanford—Hanner Motor Co.—7 A.M.-11 P.M.—200.
Shelby—Thompson Higgins Motor Co.—All hours—517-129.
Snow Hill—Moye Motor Co.—6 A.M.-10 P.M.—11J-11W.
Southern Pines—Davis Motor Co.—7 A.M.-11 P.M.
Southern Pines—Federal Service Station—7 A.M.-12 P.M.—308.
Spartanburg, S. C.—Magnolia Oil Co.—6:30 A.M.-12 P.M.—1486-1486.
Statesville—Yount Motor Co.—7 A.M.-9 P.M.—41.
St. Pauls—Auto Supply Co.—7 A.M.-8:30 P.M.—59.
Sylva—J. S. Higdon's Garage—7 A.M.-8:30 P.M.—1.
Summerfield—Square Motor Co.—7 A.M.-9 P.M.—262-211J.
Starr, N. C.—Seward Garage.
Thomasville—Motor Service Co.—7 A.M.-9 P.M.—368.
Tarboro—Corbett Bros. Garage—7 A.M.-6 P.M.—49.
Wallace—Wallace Motor Co.—7 A.M.-8 P.M.
Warsaw—Thomas Motor Co.—7 A.M.-6 P.M.—53.
Waynesville—Swift Motor Co.—7 A.M.-6 P.M.—176.
Washington—Claude L. Carrow Garage—7 A.M.-6 P.M.—330.
Weldon—Bounds Motor Co.—7:30 A.M.-9 P.M.—207-226.
Wilmington—MacMillan & Cameron—All hours—15-15.
Wilmington—MacMillan & Marshburn—26.
Wilson—Ruffin Accessory Shop—All hours—912-626-478.
Winston-Salem—Ideal Motor & Equipment Co.—All hours—103-107.
Winston-Salem—Franklin Motor Car Co.—7 A.M.-10 P.M.—95-95. (Franklin service only.)
Winston-Salem—Hunt's Packard Service Station—8 A.M.—2612. (Packard service only.)
Warrenton—Roy Davis Garage—7 A.M.-10 P.M.—60-60.
Williamston—B. R. Barnhill Garage—7 A.M.-7 P.M.—201-158.
Wilmington—McMillan Garage Co.

HOW TO OBTAIN EMERGENCY ROAD SERVICE

Do not fail to carry your membership card. No service will be given unless you have it with you when asking for aid. When you require Emergency Service, telephone nearest Official Garage listed.

Furnish the Official Garage with the information which is on your membership card.

Our nearest Official Garage will immediately send a mechanic to your aid; he will either start your car in thirty minutes so you can proceed under your own power or will tow you to our nearest Official Service Station, without expense to you.

Should you wish your car towed to any other than our nearest Service Station, you must bear the expense after leaving said station.

Your Club is not in the repair business. We only render Emergency Service and agree to do one of two things: Start you under your own power or tow your car to safety. We do not supply parts or accessories of any kind.

If your car is wrecked or disabled so it cannot operate under its own power; if there are broken parts or mechanical defects that cannot be repaired at the roadside within a half hour, our Service man will immediately tow your car to our nearest service station. When it arrives there, our responsibility ceases and you are at liberty to have your car repaired by whomsoever you wish.

In case of a puncture, our Service man will change your tires for you if you have a spare one, or he will put in a spare inner tube and inflate it. In no event will they repair punctures except at the expense of the member.

If the car can operate under its own power, without damage to itself, you are not entitled to our service. You must take it to a garage and arrange for its repair at your own expense.

Free Emergency Road Service is rendered to a distance of five (5) miles only, and a limit of thirty (30) minutes free work after reaching the car. Distance and time in excess will be paid for by the member.

Should you require gasoline, our Service men will bring you one gallon to enable you to proceed to a gas station. The member pays for the gas, the service being free.

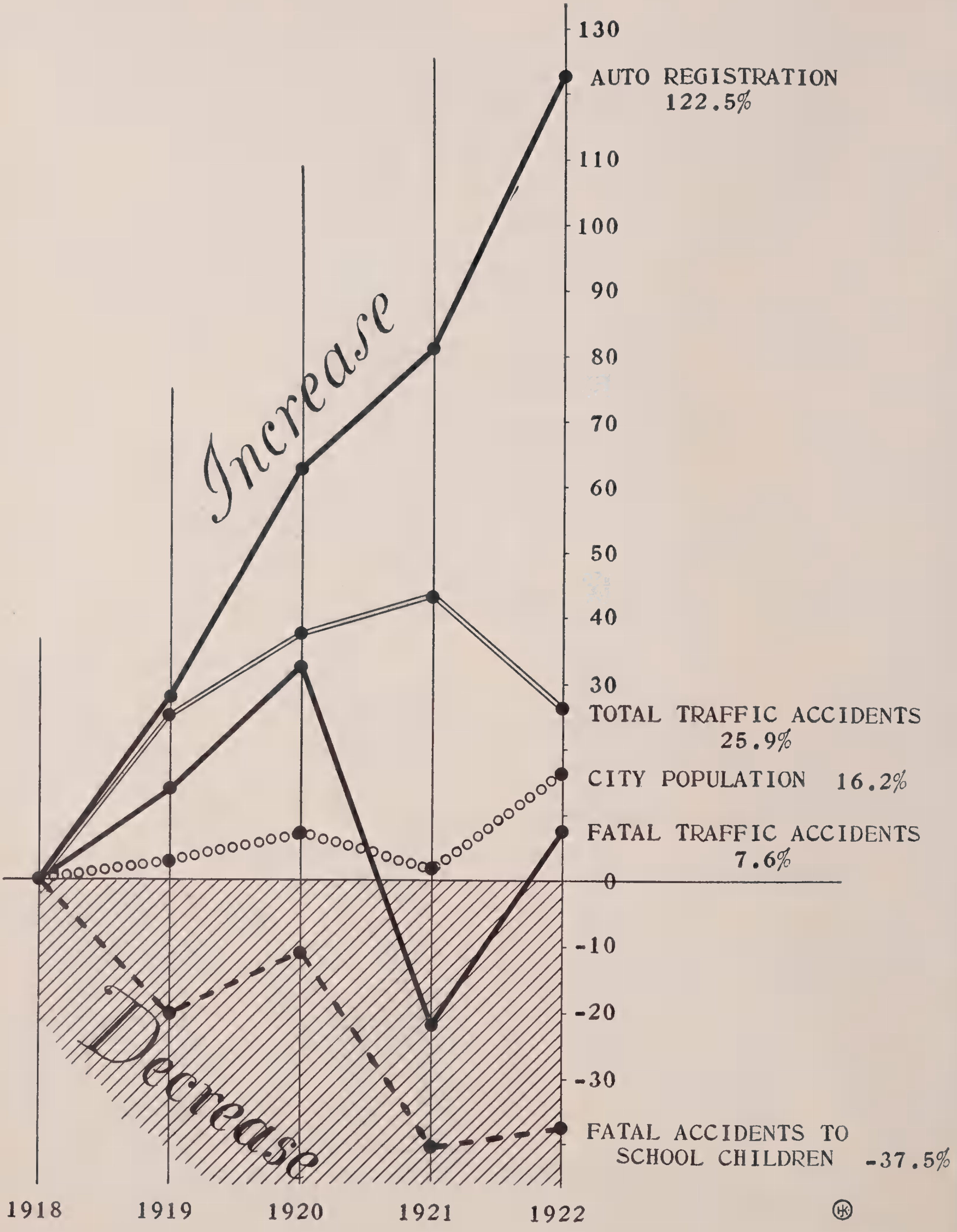
As the name indicates, this is EMERGENCY ROAD SERVICE and no service of any kind will be rendered in a private or public garage.

The Club requests that you do not tip our Service men as they are paid by us in every case commensurate with service rendered.

In the case of a wreck where the car is insured, the member must pay the Service Garage for the tow as the insurance company will reimburse him for this.

Official Service Garages

All Service Stations used by the Club in rendering you aid are under a bond to the Club guaranteeing to our members preferred service. We will appreciate information and will carefully investigate any lack of service on the part of our Official Service Garages or discourtesy on the part of their employees.


Increase
Decrease
AUTO REGISTRATION 122.5%
TOTAL TRAFFIC ACCIDENTS 25.9%
CITY POPULATION 16.2%
FATAL TRAFFIC ACCIDENTS 7.6%
FATAL ACCIDENTS TO SCHOOL CHILDREN -37.5%
130
110
100
90
80
70
60
50
40
30
0
-10
-20
-30
1918
1919
1920
1921
1922
HK

OFFICIAL CAROLINA MOTOR CLUB HOTELS AND INFORMATION STATIONS

Asheville	Grove Park Inn
Asheville	Battery Park Hotel
Albemarle	Central Hotel
Blowing Rock	Mayview Manor
Charlotte	Selwyn Hotel
Chimney Rock	Mountain View Inn
Danville	Leeland Hotel
Durham	Malbourne Hotel
Franklin	Frank T. Smith, Druggist
Goldsboro	Kennon Hotel
Greenville	Pitt County Chamber of Commerce
Greensboro	Chamber of Commerce
Greensboro	O'Henry Hotel
Henderson	Vance Hotel
Hickory	Hotel Huffrey
Kinston	Hotel Tull
Lake Junaluska	The Southern Assembly
Linville	Eseeola Inn
Morganton	The Caldwell
Mt. Airy	Blue Ridge Hotel
Morehead City	Woodland Hotel
Oxford	Exchange Hotel
Raleigh	Yarborough Hotel
Raleigh	Bland Hotel
Rutherfordton	Iso-Thermal Hotel
Spartanburg	Cleveland Hotel
Shelby	Cleveland Springs Hotel
Southern Pines	Southern Pines Chamber of Commerce
Washington	Hotel Louise
Waynesville	Alexander Drug Store
Wilson	Cherry Hotel
Winston-Salem	Robert E. Lee Hotel

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WINSTON-SALEM, N. C.

FOOL LEGISLATION vs. PRACTICAL REGULATION

(Continued from Page 4.)

"There should be a uniform policing of our highways and all laws should be as rigidly enforced as possible. The present system is ridiculous".

D. D. Peete calls attention to the fact that "The average motorist is more anxious to avoid accidents than anyone else". A. J. Barbour says, "The highways should be policed by men of common sense and good judgment." Another member believes "The State Highway should be under police control of the State and that county officers should not be allowed to function on state roads. County roads will not lure the county deputy." President Armstrong says, "Abolish the fee system and mail order arrest and substitute a uniform system of policing for all State highways.

EXAMINATION BEFORE LICENSE IS GRANTED

President Armstrong believes that the State should provide for a rigid examination before state license is granted any person to drive. C. C. Smoot, of North Wilkesboro, thinks that half the trouble we have from accidents would be avoided if we were more careful in the class of people to whom we issue license. H. C. Bridgers, of Tarboro, suggests examination method modeled after the French custom; while another member suggests practical demonstation before a competent judge. "The examination is of prime importance", says Gilbert C. White, of Durham, and "there are too many nervous and reckless people operating automobiles, and too many who do not have control of the car they are operating, especially at the critical times when quick thinking is necessary to avoid accidents. Everyone seems to be in favor of a rigid examination.

LAW REQUIRING CAR OWNER TO CARRY BOND OR INSURANCE

F. H. Fechtig of Wilmington: "There should be a law requiring every motor vehicle, without exception, to be protected by bond or insurance against personal injury or property damage to anyone. This bond should cover whether the automobile or truck was driven by owner, or whomsoever may be driving the car." E. H. Kochtitzky thinks "the law should require every person, whether of means or not, to furnish a satisfactory indemnifying bond before license is issued. There should be no distinction between rich and poor", while A. J. Barbour thinks the public would require more education along this line before we could pass a law requiring every motor vehicle to be protected by bond or insurance", but he says "the principle is right." H. C. Bridgers says, "Require a bond or insurance against all injuries, by every owner of a car, before license is granted. The bond to run concurrent with the license. C. C. Smoot, "Doubts whether the law is practical and within constitutional provision, if so, it would be a good idea."

IMPRISON THE DRUNK

One of our members probably expresses the thought of all when he says, "Of course there is a law at present against anyone driving while drunk, but I feel that this offense should be made punishable by prison sentence only. We have tried the matter of fines and find that it is not effective. A fool who drives a car when drunk (and no one but a fool will do it) does not deserve the slightest sympathy from anyone. He places not only his own life in jeopardy together with the lives of those who are in the car with him, but he also jeopardizes the lives of those in the cars he is meeting, as well as pedestrians. He must be restrained.

MOTOR TRUCK PREFERENCE

Another member brings out the point that preference should be shown trucks with pneumatic tires over the same class and weight of truck without pneumatic equipment. The pneumatic equipment on the sand clay roads will better the road, where the non-pneumatic equipment will cut it up, and on the hard surface road does not do half the damage, therefore pneumatic should be encouraged by a discount, or a penalty put on the others. The modification would immediately follow towards placing the license on the size and width of the tire or limit the load to the size of the tire rather than on the horsepower of the vehicle.

And so, we could go on with pages giving our readers views of the ideas the members have about motor vehicle regulations. It is well to have the expressions of all citizens on these subjects. They are important, and when our legislature again meets the motorist must know what they want, how they want it and then be prepared, through their organization, the Carolina Motor Club, to go after it and get the desired results.

I AM THE FLIVVERBOOB

I'm the original autofool,
A pesky sort of animool,
With ears as long as Baalam's Ass—
I sound no horn at an underpass,
Fifty per is slow for me,
No matter what the law may be.
I don't look out for the other fellow—
The chap who does is simply yellow.
I drive in the dark without my lights
And suddenly stop, on the blackest nights.
I put on speed at all blind corners—
If a smash-up comes, just page the mourners.
I go my darndest around a curve
And pass some guy, to show my nerve.
I hit it up on slippery streets,
And step on the gas when it rains in sheets.

I give no signal when I stop,
I don't respect the traffic cop.
I love my brilliant, dazzling lights.
I coast the hills on winter nights.
I scare the horses with my horn,
My muffler cut-out roars at morn.
I pass to the left of a trolley car,
I never see a "road closed" bar.
I always drive on the street car track,
I never signal when I back.
I love to speed where children play,
I always take the right-of-way,
I laugh when I graze a timid Rube—
For I'm a reckless Flivverboob

By J. Berg Esenwein

"Defective Brains" cause more accidents than "Defective Brakes."

Defective Brains—caused by—"Too much booze" which results in Driving Recklessly. The final Result is —Accidents.

The Solution:—Remove the Drivers with Defective Brains from the highways and there will be a Big decrease in accidents.—*The Exhaust.*

PROMPT SERVICE *that means something . . . . .*

OUR NEW PLANT AT 330-32-34 EAST MARKET STREET

Motor car owners in need of perfect service in the shortest possible time, have learned to depend upon DICK'S Laundry and Dry Cleaning Departments. Tourists passing through and our friends here at home know that when it is a question of time, meaning delays and bad weather possibly, they can absolutely depend on the promptness of our service.

In our wonderful new plant, we have greatly increased our capacity, as well as completed the installation of everything which science and engineering skill has created for the modern plant of this kind. Visitors are welcome at all times.

Our Service Extends Over the Entire State.

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Launderers Dry Cleaners,

GREENSBORO, N. C.

TO BE OPENED
IN
JANUARY
1924

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Hotel Charlotte, Newest, Finest of "Good Hotels in Good Towns"

Imposing! Inviting! Intriguing!

Today the Hotel Charlotte is a stately pile, a mystery, a promise.

Within a month, a House, a reality, a fulfillment.

Today, a bedlam of furious preparation—a din—a clatter—a litter—a chaos of motion and sound, out of which, bit by bit, details piece themselves together, revealing beauties of line and form, decoration and furnishing that will soon complete a hostelry well worthy of the Metropolis itself.

Here, shortly, Charlotte and the guests within her gates will celebrate. For two days, jubilation. The crowning of the Queen City. Charlotte coming into her own.

Then, the throbbing, pulsating atmosphere of a modern business hotel in the very center of Southern Activity—a place of quick, quiet, unobstrusive attention to every need, every whim of the business traveler or the errant tourist.

Fresh, clean and airy as the leafy park across the way, handsome as the country it serves, lofty as the ideals of its Foor and Robinson management, busy as Carolina's busiest corner only two blocks away, but as constantly efficient as the New North State, Hotel Charlotte will brighten your stay and bid you back.

OTHER FINE HOTELS UNDER SAME DIRECTION

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Greensboro, N. C.

The Francis Marion
Charleston, S. C.

The Sheraton
High Point, N. C.

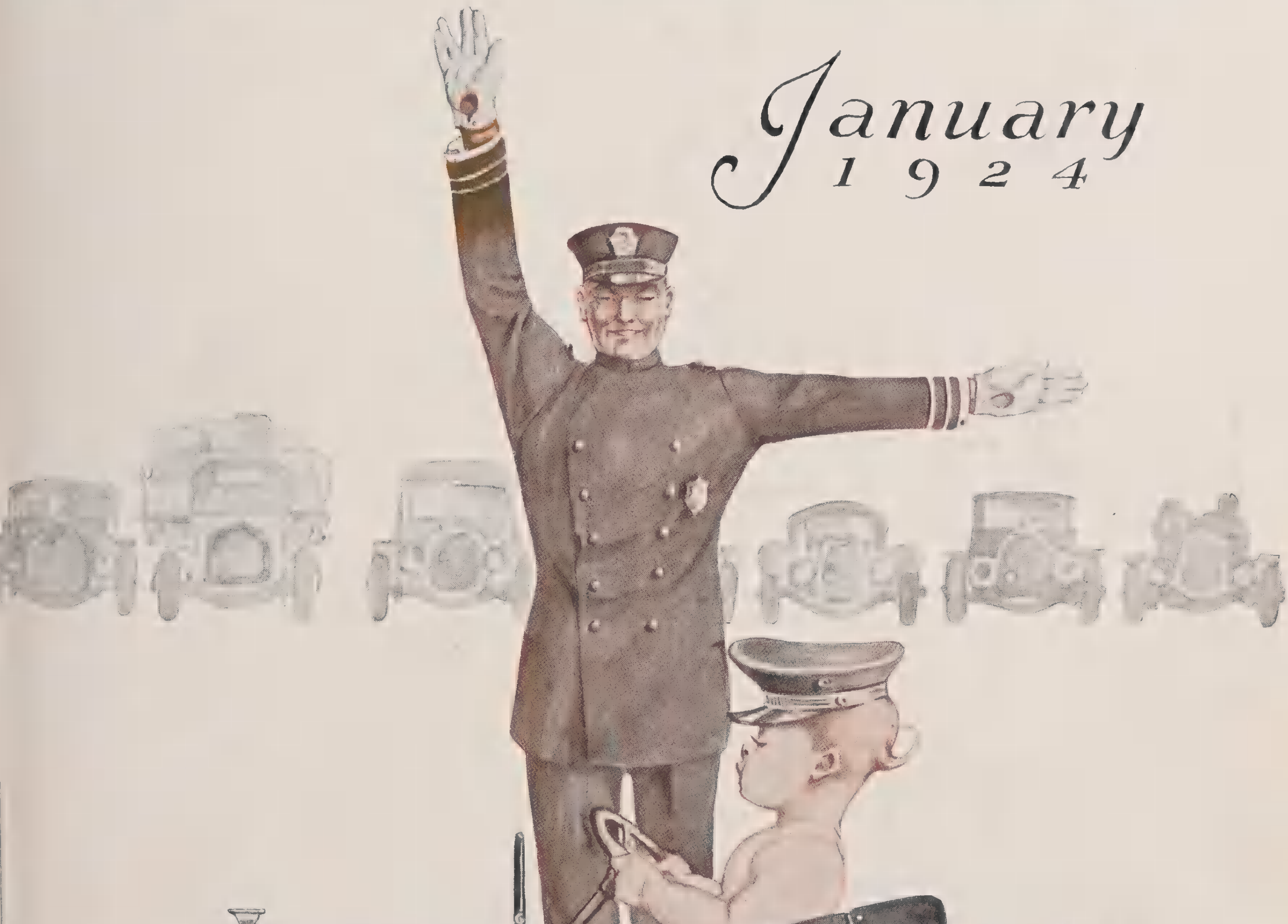
The Aragon
Jacksonville, Fla.

The Cleveland
Spartanburg, S. C.

The
Foor and
Robinson
Hotels

CAROLINA MOTORIST

January
1924



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Tennis
Rogue
Riding
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Motoring
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DELIGHTFULLY accessable, interesting and pleasant—The Rigours of Winter are Unknown in SUNNY SOUTHERN PINES—Where Carolina business men may spend a week-end away from the irksome desk amid the long-leaf pines with golf bag or hunting kit. The SOUTHERN PINES COUNTRY CLUB, with a magnificent new club house just completed, has one of the best and sportiest 27 holes of golf in the entire South, with Emmet French, Professional, in charge.

Numerous hotels and boarding houses, strictly modern in Equipment. Southern Pines entertains no tubercular patients. Winter homes, cottages, bungalows, as well as lots and farm lands for rent and sale.

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CAROLINA MOTORIST

Volume 2 GREENSBORO, N. C., January, 1924 Number 3

War Taxes On Automobiles Should Be Repealed

Automobiles Are Not Luxuries, They Are Essential

By C. W. Roberts

ALMOST every business that tries to operate in this age without the use of automobiles or motor trucks, is going backward. What would your business be today without the use of motor cars for your sales men or the use of motor trucks for use in making prompt deliveries. It is an out of date store that sticks to the old delivery wagon for delivering its wares. It is not a progressive house today that does not employ salesmen with cars or furnish cars to their salesmen, that they may more quickly, and more frequently cover their territory. If this is so, and it certainly is, then why should there be a luxury tax on automobiles? Why should the excise taxes be removed from musical instruments, picture frames, perfumes, toilet waters, hair dyes and patent medicines? They were removed by the 1918 amendments. Secretary Mellon states that the last of the transportation taxes established during the war would be removed by repealing the tax on telegrams, telephones and leased wires. He is wrong. If the use of automobiles and motor trucks is not a form of individual transportation, we would like to hear his explanation.

Why, if an owner of a motor car, or a motor truck has the misfortune to break an axle or other part of his vehicle he must pay the excise tax on the replacement. In other words, he must pay for the privilege of having a misfortune happen to him.

But, you say what are we going to do about it. We are going to do lots, and you can help. The American Automobile Association, the Carolina Motor Club and the hundreds of other clubs associated with the American Automobile association are working to have these excise taxes repealed for the benefit of car owners. You can help by writing your Senators and Congressmen to work for the repeal of the 5 per cent excise taxes on automobiles, parts and accessories. Send to Headquarters Office of the Carolina Motor Club, copy of your letter.

Heard on N. C. Route No. 60
Day: "Is this the road to Liberty?"
Knight: Ah hope so boss, Ah been wukin' on it for six months and I'd hate to have all that time wasted."

Read what Congressman Robert H. Clancey has to say on this subject:

"The war excise taxes on automobiles, motor trucks, accessories and spare parts are so-called luxury taxes, stigma or nuisance taxes," said the Hon. Robert H. Clancey, member of Congress from the city of Detroit, in an address broadcasted over WRC—"The Voice of the Capital" for the American Automobile Association the other night. Congressman Clancey has introduced a bill in Congress for the repeal of the excise war tax on motor vehicles and accessories.

"But the auto truck which is an auxiliary of railroads and relieves the railroads of the expensive short haul, is still taxed, although the railroad war excise tax was killed shortly after the war," said Mr. Clancey. "More than a million tons of freight were moved by motor trucks on state highways in Connecticut in a period of three months during 1922. The auto truck tax is absolutely indefensible from any fair, scientific tax standpoint. The amount of revenue raised is small—$10,678,-761 for the last fiscal year closing June 30, 1923.

"The tax on spare parts hits the farmer hardest for he has the worst roads, is furtherest away from service stations and is the big gest user of cars. It is a penalty on the man who has a breakdown, who breaks an axle or ruins a tire. It is a nuisance tax and should be repealed.

"The tax on automobiles is paid by the purchaser of the car. The manufacturer merely adds the war-excise tax to the consumer's purchase price. There are over 13,000,000 car users who are interested in having this tax killed. It would decrease the cost of their cars by five per cent."

Mr. Clancey recounted the various taxes which are piled on the motorists. "Farmer legislatures have singled out the auto and acecssories for their fury because often they blindly imagined that they were striking at the hated city dweller," said Mr. Clancey. "They do not understand that the auto is even more of a necessity for the ruralite than the cityite—that it brings to their doors the blessings of modern civilization and makes life on the farm more bearable."

In view of the fact that fifty two million Americans are directly paying these taxes on the basis of an estimate of four members of a family to each automobile, Mr. Clancey urges that every automobile owner use his influence to have these taxes repealed. "The tax framing committees of Congress," said Mr. Clancey "admit these taxes are of an unusual nature, that they should be killed as soon as possible. It is just a question of getting around to it and of having the matter properly presented to the members of Congress by the motorists of the country."

Motor Brake Inspection Will Reduce Accidents

12,000 Cars Out Of 73,000 In New York City Found To Have Defective Brakes.

The driver or owner of an automobile or truck who permits his vehicles to be operated without adequate braking power is just as dangerous as a speed maniac," says Commissioner Barron Collier of the Bureau of Safety, New York City. In one year the bureau tested over 73,000 cars and found over 10,000 to have one defective brake, and on over 2,000 cars both brakes were found to be defective.

The New York method of testing brakes is first to signal an approaching truck or other motor vehicle to stop. One man then gets on the seat of the car by the driver, and, under his instruction, will proceed to start and then stop, the patrolman making a note of the distance it takes the car to stop under various speeds.

At a speed of ten miles per hour a car, to pass the test, must stop within nine feet; at fifteen miles, within twenty feet; at twenty miles, within thirty-seven feet, and twenty-five miles per hour within fifty-eight feet. This test is made with both the foot and the emergency brakes, and if either brake will not stop the car within these distances at the speeds indicated the brake is considered defective.

If only one brake is defective, a ticket is given to the driver and he is required to report back to the Inspector at a designated point within three days for a reinspection. If both brakes are found defective, not only is the car required to be placed in the nearest garage by the driver, but he also receives a summons to court and is prosecuted under the Highway act for operating a car on the streets with defective brakes.

North Carolina needs a state law requiring all motor vehicles to have adequate brakes, and then it needs to provide means for making inspections. Pending such a state law, it would be interesting to see some of our progressive towns undertake to test the brakes of cars operating in the town, the results would probably reveal that there are many dangerous trucks and cars now operating on our city streets and highways.

A State Advertising Commission With $100,000 A Year To Spend Would Prove A Profitable Investment

What sells tobacco? Advertising. What sells automobiles? Advertising. What sells anything? Advertising. Of course the advertised articles must have merit, but if it has merit and no advertising to put it on the market, the article very likely will be unknown and there will be no sales for it.

Every business is built by advertising, and then backing up the advertising with a good product and good service.

Advertising will sell cities and advertising will sell a state to new people. North Carolina needs advertising. An advertising plan properly managed by successful business men will produce definite and profitable results. It is believed that one hundred thousand dollars a year spent on advertising North Carolina will directly result in increased revenue from taxes to more than several times the amount spent. Money spent on advertising a city or a state is not an expenditure, it is an investment of the very best class; an investment that will pay good dividends.

North Carolina could well afford to create an Advertising Commission, made up of successful business men, built along the lines of the State Highway Commission; and then give that Commission a Hundred Thousand Dollars a year to spend for advertising the State.

The Carolina Motor Club receives inquiries from all parts of the United States for information about motoring conditions in North Carolina, about resorts and hotels, about towns and opportunities. This organization is placing its literature and maps in prominent places in large centers of the United States, and even with this little effort we attract attention. What could we do with a Hundred Thousand Dollars a year. No one can guess!

Annual Meeting Carolina Motor Club, Charlotte N. C., March 6th

Big Auto Show at the Same Time

MOTOR laws, traffic regulations, speed limits, the mail order arrest, are only a few of the subjects that will be discussed at the second annual meeting of the Carolina Motor Club, to be held in Charlotte, March sixth.

An Automobile Show, and a real one, will be put on by the Charlotte Automotive Dealers Association from March 3rd to 8th. Full assurance is given that the show will be worth traveling miles to see, and everyone will believe this when they know the personnel of the General Committee in charge of the Show, which is headed by George E. Wilson, Chairman, James P. Harris, Lee A. Folger, T. M. Glasgow, H. L. McClaren, B. D. Heath and Joseph G. Fitzsimons. It has been said that the Automobile Show at Charlotte has been way ahead of the so-called Southern Show in Atlanta in point of decorations, miscellaneous entertainment and general "Big League" propositions.

The second annual meeting of the Carolina Motor Club, and the Automobile Show at Charlotte are two important events that will repay every Automobile, Truck and Tractor Owner to attend. Taxation, Motor regulations, methods of law enforcement, etc., are subjects in which every car, truck and tractor owner should be interested.

The President of the Club, Clyde Armstrong of Gastonia, is naming committees to bring various subjects before the meeting that require sound thought and judgment on the part of owners.

What are we going to do about the system of mail orders arrests? The Carolina Motor Club Convention will offer a plan for your consideration.

How about our present speed limit? Is it fast enough?

What about headlight regulations? Don't we need a better and more practical law?

What about the stop law? How is it working out? Come and lets talk it over.

And taxation. Why the excise 5 per cent tax on all cars and parts? By concerted action we might get this tax eliminated. At any rate your Club is now working on this for you.

Then there will be entertainment for those attending this meeting, probably some contests and prizes. Wait for full announcement in the February issue of the Carolina Motorist for full program of this convention and of the Automobile Show.

The Carolina Motor Club, founded September 15, 1922, has grown to be one of the leading and largest organizations of its kind in the entire South. One thing of which all the Club officers are proud, is the personnel of the membership. The membership is made up of thinking men and women who are interested in the improvement of conditions for motorists who want to see the Carolinas advertised to people in the various parts of the Nation, and the Carolina Motor Club has been doing this in a way that is attracting wide attention. And only a members' Club, not operated for profit, could do what this organization is doing and has done in the past.

Mr. C. H. Chamblee, of Zebulon, N. C., writes under date of January 8, 1924, "If there was nothing else; what the Carolina Motor Club is doing in acquainting tourists with the many natural advantages of our State is a progresive move worthy of the support of every one who is interested in our State's development."

Every car owner, every truck owner, every bus owner, every tractor owner, benefits by the work of the Carolina Motor Club, whether he supports it or not. The Management of the Club feels that all those who can qualify should join the Club and help in this important work. Every owner is eligible if he is a white person not a taxi driver, bootlegger or one with questionable character.

Make your plans now to attend the annual meeting of the Carolina Motor Club and the big Automobile Show in Charlotte in March. Make your reservations now direct with Hotels.

BUS LINES NEED REGULATING.

Uniform Laws Needed.

Regulation of bus and truck lines was advocated by Dwight N. Lewis, President of the National Association of Railway and Utilities Commissioners at the recent meeting of that association held in Miami, Florida. Mr. Lewis pointed out that good roads have led to an increase in traffic through these methods of transportation, presenting new factors which the railroads must recognize.

"The people like the bus service and demand it," he declared. "Shippers are using the motor truck more and more because of its door to door delivery and frequency of service. It is useless to attempt by restrictive legislation or commission or court decisions to deprive the people of the service which they demand. These new agencies of transportation should be regulated for the protection of the public, competing carriers providing adequate service, and from themselves.

"So many men enamored of the possibilities of great returns from bus or truck operation begin on the payment plan with no financial responsibilities, only to meet with disaster and disillusionment. The service stops and if, as may readily occur, a rail carrier, by reason of the competition, has been forced from the field, then the public suffers. Regulation should be of such a nature as will prevent any fly by night installation of bus and truck service and as will insure continued operation. Of course this will work out in time. The members of this association should accept the responsibility of working out this problem. There should be uniformity of laws and co-operation in administering them."

Motor Laws and How to Adjust Them; Too Many Laws

Expressions by A. M. Kistler, Mrs. Edith Vanderbilt and Dr. Owen Smith.

FIFTY per cent of the laws should be stricken off before putting on additional ones,'' writes Mr. A. M. Kistler of Morganton. Continuing he says ''The Highway Commission has promulgated a rule whereby pedestrians using the highways shall walk on the left hand side of the road, so as to face the approaching machine. This is simply common judgment, and yet, go through any village, especially around quitting time, or the noon hour, and the motorist will have a hard time, and be ''Blessed out'' many a time for ''taking up the whole blamed road.'' It strikes me the first matter to have our attention would be a good state police force, and let the balance follow in due time.''

Mrs. Edith Vanderbilt of Biltmore, North Carolina, expresses herself very clearly and fully regarding Motor Vehicle Laws. We quote her suggestions in full.

1. Rigid enforcement of a rule that two lights should always be visible on the front and a tail light on the rear of every car. If this can not be enforced then where one light is displayed, it must be on a designated side.

2. Some sort of light must be displayed on every vehicle on the public highway, whether motor, horse drawn, or otherwise.

3. The speed limit on the highways should be 35 miles per hour, decreasing through townships to the present State Law. The Speed Law should be governed according to density of traffic as is done in New Jersey and numerous other States.

4. The Stop Law should be enforced on all main line railroads and others frequently used, but where the line is clear on both sides traffic should not be required to stop. Traffic should be allowed to stop closer to the railroad than at present. There should be no grade crossings by the Highways.

5. State Highways should be policed by State Constabulary properly uniformed, with a visible badge. This would not only make for proper regulation but eliminate holdups by bandits impersonating officers of the Law.

6. The more rigid the examination of applicants for license to drive an automobile the better, but this should be intelligently done. Actual driving experience, properly demonstrated is as important as knowledge of laws and regulations. No permit should be granted to persons under 16 years of age.

7. Every person who can afford automobile insurance carries it. Whether it would be wise to compel every person to carry it, I can not say.

Mr. Chas. H. Haynes, President of Cliffside Mills, Cliffside, N. C., gives his views on needed amendments to present motor vehicle laws.

''I am in favor of more practical regulations of head lights on cars and believe that a head light similar to that now in use on LaFayette and Cadillac cars should be adopted. These lights, as you know, do not have dimmers but have an arrangement whereby the reflectors can be turned down by a simple touch with the foot, which I consider much safer and better than to use dimmers.

''I also favor a law requiring lights on every vehicle on all roads. It seems to me that for anyone to be out on a country road now at night in a wagon or buggy without a light is in danger at all times.

''I am in favor of increasing the speed limit to at least 35 miles per hour for I seriously doubt if anyone of the lawmakers or anyone else ever makes much of a trip without breaking the present speed law and I see no reason why a law should be made which is broken by almost every one who uses the road.

''I think that the Stop Law should be amended, especially to the effect of taking the stop signs off the main highway where a branch road leads out from it crossing a railroad.

''I think a uniform system of policing the highways should be adopted and do away with the fee system and mail order arrest.

''I favor a law requiring a rigid examination before license is granted a person to operate a motor vehicle.''

Dr. Owen Smith, of High Point, N. C., gives us something to think about, he says:

''I have been driving a car since 1911 and 365 days of the year, over all sorts of roads and meeting all sorts of drivers, so I feel that I have some very definite ideas on the subjects that you propose to urge upon the next legislature, and as I said before I hope we can make them law and with every member of the Carolina Motor Club obeying these laws a wonderful lot of good will accrue and certainly our wonderful roads made safer.

All seven of the proposals are laden with good potentialities, not only for the motor club members but for all drivers and pedestrians as well.

''Since receiving your letter I have asked about a hundred of my friends and patients what they think of these proposals and their becoming laws, and I have not received one single adverse opinion. With only slight differences of opinion as to the stop law and the bond or insurance feature they have all said—'I hope we get them all.'

Now as to your first proposal: ''More practical regulations of headlights on cars.'' For my part this condition makes night driving prohibitive as far as I can avoid it. These glaring headlights and spot lights simply blind me at the time, and leave me with terrific pain for hours afterward when I am forced to contend with them. These lights are not needed to see the road, they are used by ''road hogs'' who when they see that they have forced you to the ditch or to stop will give you the merry ha! ha! when they pass you. The state owes protection to people who must use the roads and streets at night in pursuit of their duties from this class distinction and inviting accidents to say nothing of the discomfort they cause. This menace should not be tolerated.

SECOND—''A law requiring lights on every vehicle on all roads'' is undoubtably a necessity for the safety of both motorist and vehicular travel. How many times have you run right up on a buggy or wagon or bicycle rider before you saw it? It seems to me that this class of travel would carry lights without a law for their own protection.

THIRD—''For my part I don't think that speed limits are worth a whoop! The small town that puts up all these ridiculous signs only invites you to break a law. I would rather meet a lot of drivers at 50 miles than some folks at 15. It depends on the ability and care and consideration of the driver. Reckless driving does not always mean speed but will meet disaster sooner or later.

FOURTH—''How shall the stop law be amended?'' To this I say frankly I don't know, for it has so much in its favor that I fear any change unless it be to designate crossings in towns or those which have so few trains to pass over. No law will be fool proof and it does seem that only one of that character will ever stop some people from trying to ''Beat the train across.''

FIFTH—''I am afraid to express myself freely on this subject for it might be too warm for publication. However, I have nothing but the utmost contempt for this brand of highway robbery, and I can't see why any community will tolerate such a magistrate and his henchmen.

SIXTH—''More rigid examination before license is granted to a person to operate a motor vehicle.''

That we have been face to face with this question for sometime cannot be denied, and now with our wonderful roads and the rapid increase of motor cars it does seem that our law makers cannot side step it longer. I feel sure that I will get a lot of amens when I say that there are now a lot of people driving cars on our streets and state roads who are not responsible enough to be out with a wheelbarrow. The automobile is a dangerous, deadly machine if handled by a mentally or physically unfit person. The state owes protection to the people who use our streets and roads in the daily dispatch of their duties against the unfit driver. The deaths from automobiles in this state in 1916 were 66, and so far in 1923—169. Stop and figure out the loss to the state from these deaths, and at this rate of increase and the rapid increase in the number of cars and see where we are headed.

SEVENTH—''Law requiring every motor vehicle to be protected by bond or insurance against personal injury or property damage to any one, if the owner is not a person of means.''

''Undoubtedly the most arrogant drivers on the roads are those with an old bunged up Ford or one of those cut down skeeter propositions. If you don't get out of their way they will hit you, and when they do injure you or your car what redress have you? Absolutely none. Upon investigation you will find in many cases that this junk has been borrowed, or if owned by the driver he or she are absolutely insolvent. A law that will require every car owner and driver to be bonded or insured will most assuredly save many accidents, doing away in a great measure with this class of irresponsibles, and will make driving much less hazardous for every one.

''The Carolina Motor Club is doing so much now to look after the interests of not only its members but the whole driving public that I feel that the solons who will meet at Raleigh cannot ignore their request to pass the law they ask for. Motor cars have become a necessity and the roads are for everybody to use and use rightly. The state has given us these magnificent roads, and now why should a minority of irresponsible drivers be permitted to make them unsafe for the party on pleasure bent or duty bound?

''These laws are not unreasonable, nor are they for a favored class, they are necessities born of the present conditions.

''So again I wish for the Carolina Motor Club all success in the consummation of this law making, helpful campaign and I will certainly not be dumb while it is going on and I trust my little mite will swell the chorus not only of the Motor Club members but of all car owners and good citizens of the state for this protection.''

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If en route to Blowing Rock follow No. 10 this far and cut across via Rhodhis to Lenoir.
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"Pride of Ownership"

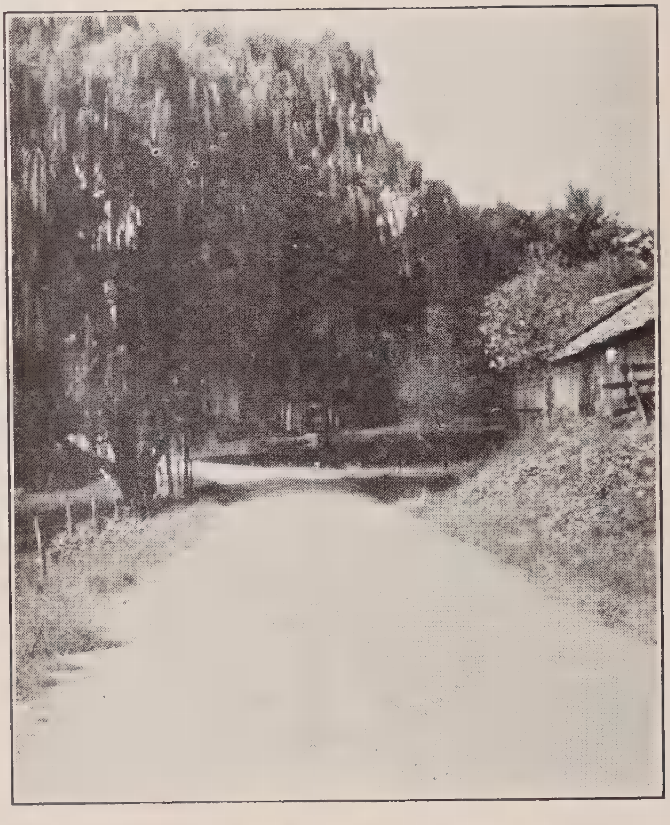
By Si. Grogan, *Auto Editor, Washington Post*
(A Recent Talk by Radio)

THE automobile, as we know has made possible individual transportation in the highest sense of the word. With this constantly growing use of motor vehicles there has naturally come about the promulgation of regulations for their safe use. But despite the safe guards that have been put about the use of the streets and highways of the land the list of accidents either directly or indirectly attributed to the motor car has been on the increase, fortunately though not in proportion to the increase in the number of machines in use.

Traffic rules and regulations have been of aid in making the streets and roads safe for those who use them, whether they be automobilist, pedestrian, or the driver of the horse drawn vehicle, but regulations alone cannot accomplish the task of keeping the accident list down, there must be better co-operation upon the part of the user of the motor vehicle in the way of taking better care of the machine he is driving.

Automobiles today are better built than ever before. The manufacturer has by long study and experimenting produced a product which is safe to be used in the proper manner. When he sells the article either directly or through his representatives his responsibility ceases. From that time on the duty rests upon the owner or operator of this flexible piece of transportation.

Unfortunately the average user of an automobile after the first few months of ownership outgrows the "Pride of Possession." He begins to neglect the little things about the machine which tend to keep it in the same good condition it was when he bought it. This neglect may be either the fact that he fails to care for it himself if he is at all mechanically inclined and likes this sort of work, or because he fails to take it to the service station at regular intervals to have it inspected and necessary work done. His intentions are perhaps good but for one of a thousand reasons the work is not done. Being a sturdy though delicate piece of machinery the automobile if it is to perform satisfactorily requires periodic attention. Lubrication is the principal thing. More automobiles have worn out from the lack of oil and grease than from any other cause.



Scene on Route No. 20 in Madison county, near Marshall, N. C.

The motor will probably receive sufficient lubrication because it has become the habit of the gasoline man when he sells gas to ask "how's your oil." But take the steering assembly for instance. There are at least ten points that should at all times be properly lubricated. Free and easy steering is essential for the operation of any machine. Also the steering assembly should receive periodic inspection for loose nuts. True, all of the nuts are secured by lock washers and cotter pins but these have been known to fail.

Spring clips will loosen up, thereby making steering more difficult as well as to increase the possibilities of spring breakage. Also the springs are attached to the frame by spring hangers and the bolts that secure the spring schakel to the hangers have provision made for lubrication. Lack of it will freeze them and make the car hard riding if not have a tendency to break the hanger. Brakes upon which safety depends as much as on good steering should be tested every morning when leaving the garage. We are a nation of brake drivers. We keep the power on until the last minute and then depend upon the brakes to stop the car before hitting some one or something. At a busy corner the screeching of brakes at any hour of the day when the officers halt the traffic sounds like a heavy freight going down a long grade. It is an indication that brakes are not in proper adjustment, or badly worn. Brakes were designed to stop a car and every machine has two, a hand and foot or service brake. They are the hardest worked thing about an automobile and as such should receive the maximum attention. This constant application tends to wear them rapidly. Provision for adjustment is made to take care of the greater portion of this wear. However, there comes a time when they must be relined. In some cities there is a regulation requiring that brakes be inspected by the traffic department and here in Washington, the police court has taken cognizance of the necessity of always having good brakes by fining some who have been known to have bad brakes.

The matter of properly focused headlights as well as bulbs of sufficient intensity throw enough light on the road to guide the operator of the car but not sufficient or in such a manner as to blind the driver of the approaching machine is a point overlooked by many It is possible on most any evening to go out and find a number of cars with lenses half turned around so that they are worse than useless because the light they throw is deceptive or to find still other machines with but one light burning.

Automotive illumination is a science in itself and the matter of proper focusing of headlights should only be done by those properly equipped to handle this sort of work.

With some the "Pride of Ownership" of a motor vehicle never wears off. They keep their car in the same good condition day in and day out. A talk with anyone of them will bring out the fact that the repair bills on the car have been small due to this constant attention and the catching up of the little things before they become serious. Also owners of this type will tell you that they have been very fortunate so far as accidents are concerned, it being the rarest thing that one of them is ever in an accident, and then it usually is the fault of some one else. The enjoyment they get from their car and the satisfaction they have of knowing that the machine is always in the best of condition and prepared to meet any emergency that might arise is a feeling of satisfaction that more than repays for the time and effort put upon the car to keep it in this excellent state.

If the average owner would but remember that his motor car represents a big investment and stop to consider for a moment what care and attention would be required to be given to a horse and carriage that costs only a fraction of the amount his automobile would come in for greater consideration. It is not necessary that one spend an hour or two every day looking over and checking up their car, a few minutes is sufficient but once a week or at least twice a month if one does the work himself an hour or two should be given to the car, oiling and greasing it and at the same time inspecting the various working parts to see that they are functioning properly. Any time and attention given to the automobile will pay good dividends not only in safer but more pleasant driving as well.

ALWAYS SOMETHING.

An ardent motorist, met at the pearly gates by Saint Peter, glanced admiringly down the main street of Heaven.

"Fine!" he cried, "what a splendid highway! Where are all the cars?"

"There aren't any," replied Saint Peter. "You'll find all those below."

"Then I'll go there," pouted the motorist. Soon he faced Satan and was delighted at the sight of many beautiful automobiles parked just within the gates. He entered eagerly.

"Which car is to be mine?" he asked.

Told to take his choice, he hurriedly climbed into one finer than the rest.

"Great!" he ejaculated. "Now, which way do I go: where is the road?"

"There aren't any," said Satan. Thats the Hell of it."—Western Canadian Motorist.

GOODFELLOWSHIP AMONG MOTORISTS.
Wm. E. Pentz Leads Them All.

Some fellows will go far out of their way to help a fellow motorist. Lots of motorists use the excuse for not stopping that they are afraid they will be fooled into a hold-up.

We know of many members of the Carolina Motor Club who are more than a friend to their fellow motorists, who practice motor fellowship to the last degree.

Wm. E. Pentz of........................, who has been in Richmond for some time and has had an opportunity to serve motorists, has done more to add to the pleasure of tourists.

Recently, Mr. Pentz wrote us one night that on that day he had piloted 26 cars from Richmond to Petersburg, then piloted five cars back, and gave information to 75 others. The cars were from Florida, North Carolina, Georgia, Delaware, Oklahoma, Arkansas, West Virginia, Ohio, Massachusetts, Rhode Island, New York and Kentucky.

On behalf of the entire membership of the Carolina Motor Club, we want to thank him for the many courtesies shown Tourists during the past several months. We have been trying to get a photograph of him so our members could see just how such a good friend looks.

Ever notice the difference between the power of an unorganized mob and that of a body of trained soldiers? Sure, that's it. Get wise and join the Carolina Motor Club.

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"THE INN LIKE A HOME"

Private Baths Electric Lights Steam Heat

ALL MODERN IMPROVEMENTS

White Service, Excellent Table, Comfort and Good Cooking

Under personal management of owners

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Driving Lessons For Jay Walkers

[Touring Topics]

CARELESSNESS of both pedestrian and driver is admittedly a primary contributing cause to the large number of accidents that occur at street intersections and in thoroughfares used jointly by motorists and foot passengers.

An even more important factor is an ignorance of the motor car on the part of pedestrians so complete that they fail to realize the inherent danger of an automobile, even when piloted by the most competent and careful driver.

There isn't a motorist driving the congested traffic thoroughfares who does not suffer daily palpitation of the heart at the foolhardy chances taken by men, women and children in crossing the streets. They step swiftly from in front of a standing vehicle in the middle of the block and rush with unseeing eyes directly into the path of a traveling street car or automobile. They dodge before a machine at intersections and are only saved from injury by instant and violent breaking. They step behind a car that is backing into place along the curb and only the watchful eye of the driver saves them from injury—or death. Carelessness, you say? Yes but carelessness that is bred of ignorance.

Scene near Wilmington, N. C., on Route No. 40

These same people are ones that don't step aboard a moving street car, or leave campfires burning, or blow out the gas, or look down the muzzle of a gun, yet they continuously endanger their lives even more foolishly in the chances they take in crossing streets. The reason for this useless taking of risks is quite evidently ignorance of the difficulty of controlling an automobile. Pedestrians, who are unaccustomed to operating a motor car hold the opinion that in some inexplicable manner an automobile itself is endowed with powers of discretion. They feel that it will automatically slacken speed or even stop altogether without impluse on the part of its driver. They don't know that each machine is solely controlled by its pilot and if that driver has a momentary lapse of attention or is not entirely competent the result will often be mighty disastrous to the chance taker or jay walker.

It is an easy matter for the driver of an automobile to distinguish between those pedestrians who are drivers themselves and those who have never operated a machine. The man or woman who waits for the traffic signal; who walks briskly across the intersection, always keeping a wary eye for a machine out of control or in the hands of a pilot unfamiliar with the traffic rules; who never starts from the curb without glancing over his left shoulder—those persons, one knows, are themselves drivers and are well aware of what may happen if they relax watchfulness. On the other hand, there are elderly people, who can't move spryly in emergency, who project themselves into a stream of traffic without regard to the signal; who, caught in a jam, teeter back and forth frenziedly; who walk blindly in front of a moving street car and find themselves in the small aisle separating two moving cars and who daily take chances that a much more vigorous and alert person shudders to contemplate.

What is needed to eradicate the ignorance of these chance-takers is a personal course in automobile driving. Each should be placed at the wheel of an automobile and allowed to discover for himself the difficulty of controlling a machine. Then, if there exists the rudiments of intelligence on which to graft an idea, those persons will realize that a car bearing down on them at a street crossing contains an element of danger that can't always be averted by frowning at the driver or looking beseechingly at the traffic officer.

If you have a chance-taker in your family, give him, her or it a driving lesson and have the word passed along.

PRAYER OF THE "KNOCKER"

Lord, please don't let this town grow. I've been here for thirty years and during that time I have fought every public improvement. I've knocked everything and everybody. I have done all I could to keep this town from growing and never have spoken a good word for it. I've put ashes on the children's slide and I've made the policemen make the boys stop playing ball on my vacant lot. Whenever I saw any one prospering or enjoying himself, I have started a reform to kill the business or spoil the fun. I do not want the young folks to stay in this town and I will do all I can by law, rule, and ordinance to drive them away. It pains me, Lord, to see that in spite of my knocking this town is beginning to grow. Some day I fear I will be called on to put down sidewalks in front of my property, and who knows but I may have to help keep up the streets that run by my premises? This, Lord, would be more than I could bear. It would cost me money, though all I have made has been made right here in this town. Then, too, more people might come if the town begins to grow, which would cause me to lose some of my pull. I ask, therefore, to keep this town at a standstill, that I may continue to be chief. Amen!—Anon.

AS BAD AS THAT.

FOR SALE OR TRADE—DODGE touring car in good condition for cattle or hogs.—Classified ad in the Livingston (Mont.) Enterprise.

Learn to drive to the right.

Trees for Highway Planting are Scarce

By EDWARD N. HINES, *Chairman, Board of County Park Trustees, Detroit, Mich.*

OWING to the great demand for street and park planting, ornamental trees of a suitable size are becoming very scarce. Another reason for this scarcity is the fact that during the war few seedling trees were planted by the nurseries. According to a recent Federal law it is now impossible to import any nursery stock into this country because of various diseases and insects which have previously been received with foreign trees. This makes it necessary for American nurserymen to grow their own Norway maples, which are so much in demand at present.

This year alone the cities of New York, Chicago, St. Paul, Detroit, Akron and many others have completely bought up practically all available and desirable trees in the nurseries of the middle west. By prompt action the Wayne County Road Commission was able to secure a number of trees of suitable size for fall planting and to secure an option on other trees for spring planting. It is estimated, however, that in 1924 and 1925 trees will even be more scarce, and from 1925 on, unless more trees are planted, it is going to be practically impossible to obtain trees at any cost.

It is more economical to buy trees grown in nurseries than those growing in their natural state throughout the rural districts. The reason for this is that nursery trees are all in one place, that is, not scattered, making them cheaper to handle, and they have been root-pruned and several times transplanted, insuring a much higher per cent living after planting.

Gravel road near Lillington, on Route No. 21

Some progress has been made, however, in the types of trees developed. A few years ago at the Klehm Nurseries, Arlington Heights, Illinois, an experiment was tried in budding and grafting in the propagation of elms. A typical American Elm tree was selected, from which cuttings were made. These were grafted on roots of elm seedlings, which produced a number of trees having exactly the same characteristics of the elm or mother tree from which the cuttings were made. Budding was practiced in somewhat the same way, using a single typical tree from which to propagate others. The results of these experiments have produced a much faster growing tree, with darker foliage and perfectly straight trunks. At the present time these trees are not on the market, but it is expected that in a few years this new type of elm will be in great demand. Many commercial nurseries and also the City of Detroit nursery have adopted this method of propagation.

In the program for planting trees on the highways in the rural districts it has been found that Wayne County is leading the middle west. The only other place where this work is in progress is at St. Joseph, Mo., where the highway between St. Joseph and Kansas City is being planted. There is a rapidly increasing demand for this work throughout the country and the reason that more has not been done is because of lack of authority vested in proper organizations. The planting programs of cities and park boards, however, seem to be larger this year than ever before and it is only a question of a short time before this work will be extending to all the rural districts.

To insure the continuation of the work without a material holdup, because of lack of trees, it would be practical to construct and maintain a nursery. This would insure us of a supply of trees at all times and at the same time the trees would be completely acclimated to this region. Detroit now has a large nursery for this purpose, as well as the cities of Akron, Chicago, St. Paul and New York.

PECAN TREES AS HIGHWAY MILEPOSTS

Pecan trees will be used as mile-posts on the Jefferson Davis highway from Richmond, Va., to its terminus at Vicksburg, Miss., it was announced here recently by the Jefferson Davis Memorial Highway Association.

The planting of shade trees along the public highways is a custom that should be taken up much more widely in this country, and particularly in the South, where the lack of trees along the road is more noticeable, perhaps, than in any other section of the country.

And the planting of pecan trees which not only grow rapidly but make excellent shade and yield a crop of nuts in seasons, is a particularly happy idea.

Roadside planting in this way can be made not only a source of comfort and pleasure to future generations but a source of considerable profit as well. If the custom can be developed here, as it is in France and some countries of Europe, the nut trees can be made a source of revenue for the different counties as well as furnish a good food and ready money for the poorer people of the region.

The Jefferson Davis Highway Association does not feel that it can afford to plant trees every forty feet apart along the highway, as it would like to. But by planting a tree every mile it hopes to induce public minded citizens, both on the farms along the way, and in the towns through which the highway passes, to go and do likewise.

In this way, the organization hopes ultimately to have the Jefferson Davis highway completely shaded with pecan trees, and set a pace for other highway associations throughout the south to follow.—Mfg. Record

"ARRESTING THE AUTO" SEEMS TO BE MOST EFFECTIVE WAY OF CURBING SPEEDERS

The National Safety Council has received a report from Judge Samuel H. Silbert, of the Cleveland (Ohio) Municipal Court, in which the judge declares the most effective way of teaching traffic violators a lesson is to impound their automobiles, instead of fining the owners.

It is a method surpassing even workhouse sentences, and finally, a compromise was evolved whereby, instead of going to the workhouse, the offender was required to give up his car. The more reckless the offender the longer the car remained under lock and key. In some cases it was impounded for six months. The Cleveland Safety Council, which has rendered much help in the matter of obtaining better traffic conditions, was asked to designate warehouses in which cars were to be impounded; and to prevent a possibility of connivance between warehouse employes and the owners of cars, license tags were removed when the cars were "jailed," and returned when the car was released. The owner also had to pay storage charges and court costs. If an offender owned several cars he was not allowed to drive any of them; neither could he rent, borrow or buy another. If he did, his parole was violated and the workhouse sentence put in effect. In cases where a car was essential to a man's business the car was not seized, but another might operate it in the interest of the business while the owner served the workhouse sentence. Taxi drivers and truck drivers were not required to give up the company or employers' cars. The driver was restrained from driving for a stated period and was compelled to turn in his license. Then Judge Silbert says:

"The idea of impounding cars proved to be an excellent one. It annoyed and inconvenienced the man who had become so accustomed to a car that he could scarcely do without it. This was especially so when the car was taken for a long period, particularly when the owner gets the greatest enjoyment from it. Moreover, when a man deprives his family of the use of the car through his carelessness, he is likely to be reminded of it continually until the car is released and he has no desire to go through the same experience again.

"Here psychology again plays an important part. The idea was a new one and received much publicity. Much editorial comment on the subject and many columns of news matter were printed. Photos of impounded cars were published. In this way the matter again reached the attention of the public with the result that many have been deterred from recklessness and are likely to be restrained for some time to come. It has made them realize that the crusade is still on."

Many judges have tried the plan of impounding cars, so far with excellent results.

The rising toll of deaths, maimings and accidents due to reckless driving, or careless driving, keeps this matter of traffic violation to the front as one of the newer and major problems to be solved. Apparently the "Cleveland Plan" has a great deal of efficacy.—From Birmingham News.

WITH THE POICKS.

It's a secret to me, and I'd like to know how you can keep money and make a car go. At every town through which you pass you have to buy oil and you have to buy gas. Sometimes about it is always breaking, just like the owner—and that's no joke. I had some money and sugar in my gourd, but that was before I traded for my Ford. Now my hands are dirty and my duds are torn; I'll never own another, that I've sworn. It won't eat hay and it won't eat corn, but it'll gobble up money as sure as you're born. Now, when I am called to cross the bar, I hope Saint Peter won't own a car, but will bear me away to that peaceful shore where the sound of the Ford is heard no more.—Walter Blue, Troy Montgomerian.

"EYE TEST" FOR AUTO DRIVERS URGED.

Applicants for automobile driving permits will have to submit to an "eye test," if recommendations of the Virginia State Optical Association, adopted at its annual convention on October 25th, 1922, are put into effect by the State automobile department. The association adopted a resolution urging that such a test is of prime necessity for the safety of life and limb, and that a great many States already have this provision in their automobile driving requirements. The regulation is effective in Roanoke.

The resolution of the association followed a paper on the subject by Dr. C. H. Kaufman, of Roanoke, who pointed out that there are a great many people who are unaware their vision is defective.

He suggested that when an applicant appears for a drivers' license that a simple but satisfactory eye test be made and gave it as his opinion that if this becomes a part of the State driving regulations many unnecessary accidents will be avoided. It was also pointed out that many States require prospective motor drivers to make a practice demonstration of their ability to handle a motor car before permission is granted.

Lady—"Aren't you ashamed to beg? You are so ragged that I am ashamed of you myself."

Hobo—"Yes, it is kind of a reflection on the generosity of the neighborhood, mum."—The American Legion Weekly.

It's Not a Home 'till it's Planted
It's only just a house until you have some Roses over the porch, Shrubs for the border, and Shade Trees for the lawn. Let our landscape planners help you. Write us. Also send for our new catalog of ornamentals and fruit trees.
J. VAN. LINDLEY NURSERY CO.
Pomona, North Carolina

The Hotel Burton Is Recognized as the Best Hotel In Danville, Va.

Boys and Girls, Help Prevent Accidents

An Offer to School Superintendents Et. Als.

Read this little story to the children, it may save their lives. The Carolina Motor Club is lending its best efforts to reduce accidents on the streets and Highways, and with this in view it makes the following offer. It will forward to all School Superintendents or School Teachers, any quantity of this story attractively printed on small 3 x 5 slip, for distribution to school children. This plan, initiated by the Chicago Motor Club has produced wonderful results, and the Carolina Motor Club is very anxious to see one of these slips placed in the hands of every school child. The slips which we will send will not contain any advertising. Address Headquarters Office, Carolina Motor Club, Inc., Greensboro, N. C.

On the bottom of the slip will be printed the following: "A nice pencil will be sent each child who writes us they have read this slip and will not play in the streets."

Play in the yard or on the sidewalks—

Do not play on the streets—

Do not cross the street until you have first looked both ways and are sure that the way is clear, and then go quickly.

Automobiles and street cars do not want to run over you—

But when streets are wet or slippery, they cannot stop or turn quickly.

Drivers try to be careful but they can't tell what a child may do, and so every day we hear of some child being hurt.

A boy or girl who tries to cross the street in front of a moving car is very likely to be run over.

Even a slowly moving car can't always stop quickly on a dry pavement or track and the thoughtless child may be taken home seriously hurt.

Be extra careful when streets are wet or slippery. In trying to stop or turn, a car may skid and run over you.

A car may be moving faster than you think and run over you if you try to cross in front of it.

A car may come around a corner suddenly and run over you before you see it.

A car may try to pass another and hit you before you can jump out of the way.

Do not "flip" trains, street cars or other moving vehicles—it is dangerous to your life and may cause your mother grief all the rest of her life, as well as make a cripple of you.

Always be careful, and warn your playmates every time they start to do something which may result in injury to themselves or to others.

Don't get hurt. Don't do anything that may hurt others.

Once upon a time there was a little girl who thought that the middle of the street was the best play-ground in the world. One day, while playing, she became so excited that she failed to see an automobile coming. She ran right in front of it, and before the driver could stop his car it had knocked her down, breaking one of her legs.

Her playmates screamed and ran to tell the girl's mother that she was killed. The driver and a passing policeman picked her up and carried her into her home. Her mother fainted when she heard the little girl moaning with pain and saw her broken leg. The policeman called a doctor. The doctor was kind and gentle but he hurt the little girl terribly when he put her leg in a plaster cast.

For days and days the poor little girl lay in bed, unable to move her leg. Finally, she was allowed to sit in a chair by the window. When she saw what a good time her playmates were having in the yard and on the sidewalks, she decided that she would never again play in the streets.

And since the day when her leg was strong enough to walk on, she has been very, very careful to watch out for cars. She also watches other boys and girls to see that they do not get run over.

If you play in the street you may be hurt worse than this little girl. You may be crippled for life—or perhaps killed. So stay off the streets. Then you know you won't get run over by an automobile.

Sheriff Talbert Favors Revoking License of Intoxicated Drivers

Says They are Worst Violators of Law

Sheriff R. B. Talbert, of Davidson County, County seat at Lexington, on his own initiative writes the following to the Carolina Motor Club:

"I consider the Carolina Motor Club, Inc., a very fine and efficient organization, and one that is rendering every valuable service to the traveling public. I shall be very glad to co-operate with the organization in any legal way possible.

"The laws are of course violated every day, by most every one that drives an automobile, but the average man does not violate any traffic law willfully, I am sure, one of the worst violations we have to deal with is the man who drives a car while under the influence of intoxicating liquors. I do not know how would be the best way to stop this kind of violation, except that if the courts would revoke the license of the ones convicted, it certainly ought to help."

Sheriff Talbert is right. We further believe that when a man violates other traffic laws, or where he drives his car at an unsafe speed the license should be taken away for at least a short while. Probably it would be well to arrest the car in addition to the driver and deprive the owner the use of the car for a certain number of days.

MORE ABOUT CARS WITHOUT LIGHTS.

This Letter Explains Itself.

Carolina Motor Club, Inc.,
Greensboro, N. C.

Gentlemen:

In reading the Carolina Motorist, I noticed your article in reference to wagons on highways without lights. And I wish to say that I agree with you on that subject. But we have a far greater menace at night than the "wagon" as I am in position to know what drivers come in contact with most. I am a transfer driver between Greensboro and Winston-Salem. I make two trips daily, one in evening and one at night. The vehicle that worries me most at night is the "Truck without lights." Only last night leaving Winston until I reached Greensboro- via High Point, I met and passed seven trucks, two autos and one tractor without lights; two of these trucks and the tractor belong to the N. C. State Highway Commission, and not only last night but it is an every night affair, and should a transfer man hit one of these fellows they would be looking for our Insurance men before daybreak and the crime of reckless driving would lay at our feet. It seems to me that there might be some remedy for this.

Yours very truly,
W. B. HENLEY, "Driver,"
Royal Blue Trans. Co.,
Greensboro, N. C.

Carolina Motor Club, Inc.,
Greensboro, N. C.

Gentlemen:

I have your letter of the 3rd inst., with enclosed application blanks for membership in the Carolina Motor Club, which I was glad to receive. I was not long deciding to use the application, and you will please find enclosed, check for $10.00 to cover membership fees. I believe the Club can serve a good purpose provided the standard is held high enough.

Yours very truly,
J. S. STROUD.

Damaging Tires in Repairing.

Tires must have expert handling when they are taken to a shop for repairs. Chisel and hammer blows will do irreparable damages to the best casings—much more damage than the hardest use or winter driving.

BLOWOUTS FROM AROUND ABOUT.

Oh. Virginia mud, I love you,
Oh, Virginia mud, I'm through,
There's a reason, too.
I long to cuss you
Till the air around us both gets blue.
Soon you'll find me sailing down the river
Calmly floating in my bus—
Oh, Virginia mud,
Deep Virginia mud,
Let us cuss and cuss and cuss.

Virginia.

Yes, we have no macadam,
We have no hard surface today—
We have mud roads, and dirt roads,
And slick and dusty,
And all kinds of GUMBO—but say
We have an old-fashioned derrick—
And old-fashioned horses—
But, YES, we have no macadam,
We have no hard surface today!

They say we all climb Fool's Hill, but some people make the mistake of trying to drive down the other side at 60 miles an hour.—Detroit Motor News.

"No,' said Miss Felicia Fewclothes, "I'll never go riding with that bird again. You know I like a little speed when I travel. Well, the last time I went driving with him we drove to Mt. Clemens. Would you believe it, the only things that didn't pass us on the road were a little girl with a kiddie kar and a boy on roller skates."—Detroit Motor News.

OFFICIAL CAROLINA MOTOR CLUB HOTELS AND INFORMATION STATIONS

Asheville	Grove Park Inn
Asheville	Battery Park Hotel
Albemarle	Central Hotel
Blowing Rock	Mayview Manor
Charlotte	Selwyn Hotel
Chimney Rock	Mountain View Inn
Danville	Leeland Hotel
Durham	Malbourne Hotel
Franklin	Frank T. Smith, Druggist
Goldsboro	Kennon Hotel
Greenville	Pitt County Chamber of Commerce
Greensboro	Chamber of Commerce
Greensboro	O'Henry Hotel
Henderson	Vance Hotel
Hickory	Hotel Huffrey
Kinston	Hotel Tull
Lake Junaluska	The Southern Assembly
Linville	Eseeola Inn
Morganton	The Caldwell
Mt. Airy	Blue Ridge Hotel
Morehead City	Woodland Hotel
Oxford	Exchange Hotel
Raleigh	Yarborough Hotel
Raleigh	Bland Hotel
Rutherfordton	Iso-Thermal Hotel
Spartanburg	Cleveland Hotel
Shelby	Cleveland Springs Hotel
Southern Pines	Southern Pines Chamber of Commerce
Washington	Hotel Louise
Waynesville	Alexander Drug Store
Wilson	Cherry Hotel
Winston-Salem	Robert E. Lee Hotel

The Manor

Pinehurst, North Carolina

Opens December 15th

A new hotel, luxuriously furnished and catering to an exclusive clientele. Private or connecting bath with every room. Unexcelled cuisine.

Apply for rates and reservations

MRS. E. C. BLISS
Owner and Manager.

Road Condition Report

ISSUED BY THE SOUTH CAROLINA STATE HIGHWAY DEPARTMENT, CO-OPERATING WITH CAROLINA MOTOR CLUB, INC.
For Week Ending January 5th, 1924.

Route No. 2. Charleston-Summerville-Orangeburg-St. Matthews-Columbia-Newberry-Greenville-Easley-Seneca-Walhalla-Georgia line. Charleston to 16 mile post paved, thence to Summerville fair. Summerville to Jedburg muddy and rough but in passable condition, Jedburg to Orangeburg to Columbia fair to good except seven mile section in Calhoun county which is fair, Columbia to Newberry, road paved eighteen miles, thence to Greenville good throughout. Greenville to Easley to Georgia line fair to good.

Route No. 8. National Highway: Grover-Blacksburg-Gaffney-Spartanburg-Greenville-Anderson-Alfords Bridge. Good throughout. Toll bridge over river.

Route No. 12. Jefferseon Davis Highway; Augusta-Aiken-Batesburg-Lexington and Columbia. Fair to good throughout.

Routes Nos. 7 & 16. Charlotte-Rock Hill-Chester-Winnsboro-Ridgeway and Columbia. Charlotte to Fort Mill under construction. Traffic advised to go by way of York road from Charlotte and turn to left about three miles from Buster Boyd Bridge over Catawba River, coming into Route No. 7 at Fort Mill. Fort Mill to Rock Hill excellent. To Chester, Blackstock to Winnsboro fair. Winnsboro to Ridgeway good. Ridgeway to Columbia paved except three miles south of Ridgeway, which is fair.

Route No. 19. Appalachian Highway: Newberry-Whitmire-Union-Glen Springs-Spartanburg-Landrun and to Saluda, Hendersonville and Asheville in North Carolina good throughout.

Route Nos. 29 & 21. Dixie Highway: Asheville-Hendersonville-Greenwood-Edgefield and Augusta, North Carolina line to Greenville to Ware Shoals good. Ware Shoals to Edgefield fair to good. Edgefield to Trenton unimproved but passable. Trenton to Aiken County line unimproved but passable. Thence to Augusta fair. Traffic can also go from Trenton via Route No. 27 to Aiken and No. 12 to Augusta. Trenton to Aiken good except five miles unimproved but passable. Aiken to Augusta fair, part muddy.

Route Nos. 22 & 7. Newberry-Greenwood-Abbeville-Calhoun Falls. Good throughout except detours around four bridges under construction, between Abbeville and Calhoun Falls, detours passable.

Route No. 26. Camden-Kershaw-Lancaster-Charlotte. Good throughout.

Routes Nos. 26, 41 & 44. Camden-Sumter-Manning-Kingstree-Georgetown. Camden to Kershaw-Sumter line near Rembert good. County line to Dalzell rough but passable. Dalzell to Mannng fair to excellent and mostly paved. Manning to Kingstree to Georgetown fair to good.

Route No. 3. Columbia-Sumter-Florence-Marion-Nichols. Columbia to Wateree River excellent. Wateree River to Statesburg good. Statesburg to Sumter five miles paved balance rough. Sumter to Mayesville four miles paved, balance under construction, detour fair. Mayesville to Timmonsville fair. Timmonsville to Florence paved road. Florence to Pee Dee fair to good. Toll bridge over Pee Dee river. Pee Dee river to Marion to Mullins to Nichols fair to good. Nichols to North Carolina line rough but passable. Advisable to go from Nichols via Green Sea to North Carolina. Nichols to Green Sea (Route No. 47) fair. Green Sea to North Carolina line (Route No. 40) rough but passable.

Route No. 27. From Route No. 2 at Dorchester via St. George-Branchville-Bamberg-Blacksville-Aiken and Route No. 12 to Augusta. Dorchester to Reevesville fair. Reevesville to Branchville to Edisto river rough but passable. South Edisto river to White Pond, good to excellent. White Pond to Aiken to Augusta fair.

Routes Nos. ,6 30 & 1. Charleston-Savannah Highway; Charleston-Jacksonboro-Walterboro-Yemassee-Pidgeland and Savannah. Charleston to Jacksonboro paved for fifteen miles. Other section to Jacksonboro fair and sandy. Fair Jacksonboro to Walterboro. Walterboro to Yemassee under construction. Rough and impassable at present on account of high water in Combahee river. Fair to Pidgeland. Rough to Hardeeville and very rough to Savannah river.

Routes Nos. 33, 1 & 30. Orangeburg-Bamberg-Fairfax-Hampton-Yemassee and Beaufort. Good throughout to Fairfax. Fairfax to Hampton fair. Hampton to Varnville under construction, five miles detour. Varnville to Yemassee rough and muddy. Yamassee to Pocotalige to Beaufort good.

Routes Nos. 34 & 41. Camden-Bishopville-Darlington and Florence. Camden to Darlington fair to good. Darlington to Florence fair to good.

Routes Nos. 8, 23 & 38. Cheraw-Bennettsville-Dillon-Latta-Marion-Conway to Myrtle Beach. Cheraw to Bennettsville excellent. Bennettsville to Dillon County lines rough but passable. To Dillon good. Dillon to Latta good. Latta to Marion to Gallivants Ferry to Conway to Myrtle Beach, fair to good.

Route No. 50. Jefferson Davis Highway; Columbia-Camden-McBee-Cheraw and Raleigh. Columbia to Kershaw county line, 16 miles paved. County line to Camden fair to good. Toll Bridge over Wateree River. Camden to North Carolina line fair to good.

DETOURS

North Carolina State Highway System

Co-operating with Carolina Motor Club

ROUTE NO. 10.

NEW BERN-KINSTON--Westbound traffic turn left at large detour sign at city limits of New Bern and follow detour signs to Route 30; thence detour signs to Route 303; thence detour signs to Routes 10 and 303 to Kinston. Eastbound traffic turn to right at Queen Street in Kinston at large detour sign and follow Route 303, which is marked as a detour for Route 10, to Trenton. At Trenton follow detour for Route 303, and right to Pollocksville, to Route No. 30, concrete road, and thence turn to left to New Bern.

SMITHFIELD-RALEIGH—Westbound traffic detour one mile west of Smithfield to left of large detour sign at fork of road, following detour signs via Thompson's sawmill to large detour sign; thence to the right, and follow detour signs to Clayton via Pythian Home.

Eastbound traffic leave concrete base at Clayton and follow detour signs past Pythian Home; then follow reverse of the above directions.

MEBANE-HILLSBORO—Eastbound traffic from Mebane continues to a little white church on the right at Efland; here turn to the right and follow a marked detour through Efland, across the Southern Railroad tracks, and over to the old topsoil road to Hillsboro and Durham.

THOMASVILLE-LEXINGTON—Westbound traffic turn sharp to left at stand sign just west of Southern Railway Station in Thomasville, following topsoil road as directed by signs, via Holly Grove, entering Route 10 near the east city limits of Lexington and follow reverse of above.

Eastbound traffic detour to right at stand sign on Route 10 near the east city limits of Lexington.

SALISBURY-STATESVILLE—Westbound traffic from Salisbury turn right at Ellis Street, cross overhead bridge at three blocks; thence left 1 block beyond bridge, thence right at one block following Mocksville Avenue, to detour sign; thence left by dirt road half mile to paved road; thence right to Mocksville by Route No. 80. Mocksville and Statesville by Route No. 75.

Eastbound traffic follow reverse.

To Cleveland and Barber turn right from above route as directed by signs, and follow posted roads.

MORGANTON TO GLEN ALPINE—Westbound traffic turn to left 4 miles west of Morganton; thence along contractor's detour a distance fo 500 feet to intersection of present new concrete highway to Glen Alpine. West end of detour is 1.4 miles from Glen Alpine.

DENDRON-RIDGECREST---Narrow Road—Eastbound traffic slow down at 0.60 miles from Buncombe County line (sign marked "Danger, Slow Down"), thence proceed along present narrow road at very slow rate of speed a distance of 0.50 miles to point where new constructed road leaves old highway, thence to Old Fort on undisturbed present highway.

There is sufficient room for vehicles and cars to pass on narrow road at intervals of one, two and five-hundred-foot sections.

Detour—Eastbound traffic turn to right 0.60 miles from Buncombe County line (sign marked, "Detour"), thence new graded roadway 0.5 miles to connection of old highway, thence to Old Fort on undisturbed present highway. Lights maintained by Contractor at night.

Note—Narrow road will be the better route in wet weather.

LAKE JUNALUSKA-WAYNESVILLE—Short detours, plainly marked and in good condition.

SYLVA-DILLSBORO—Short detours, plainly marked and in good condition.

DILLSBORO-BRYSON CITY—Short detours, plainly marked and in good condition.

BRYSON CITY-MURPHY—Leave Route 10 at Swain; thence over Route 286 to Franklin; thence over old Route 28, which is very rough, to Andrews; thence along Route 10 to Murphy.

Traffic from Murphy to Bryson City follow reverse directions.

MURPHY-GEORGIA LINE—Short detours, plainly marked, and in good condition.

ROUTE NO. 13.

(There are two detours between Durham and Roxboro on Route 13 —one near Durham and the other near Roxboro.)

ROXBORO-DURHAM—Southbound traffic turn to the left at detour sign at Helena cross road 8.5 miles from court house in Roxboro and follow the detour by way of Helena to the present road 0.4 mile north of Durham-Person County line. Turn to the left and continue along Route 13.

Northbound traffic turn to the right at detour sign 0.4 mile north of Durham-Person County line and follow reverse directions.

DURHAM-ROXBORO—Northbound traffic turn to right at barricade; cross railroad and follow detour to first cross road; turn to left and follow detour through Rougemont; cross railroad and turn to right at intersection with new concrete road.

Southbound traffic follow reverse order.

ROUTE NO. 15.

CHARLOTTE-CONCORD—Through traffic between Charlotte and Concord, Northbound, follow North Tryon street to large detour sign at 11th Street, there turn left follow 11th Street to Graham street, turn right follow Graham Street straight ahead for about five and one-half miles to Derita there turn left, follow detour signs into old Salisbury road and old detour to Concord.

Through traffic from Concord to Charlotte follow detour along old Salisbury road to detour signs at about six miles north of Charlotte, there turn right and follow detour signs to Derita, then left follow bituminous road to Charlotte, entering by Graham street.

CONCORD-SALISBURY—Southbound traffic turn to the left in Glass at large detour sign; cross railroad; follow old Concord-Salisbury road one-half mile; enter new road at large detour sign. Northbound traffic turn to the right at large detour sign two miles north of Concord; follow old Concord-Salisbury road one-half mile, cross railroad and enter new highway at Glass.

ROUTE NO. 16.

NEWTON-LINCOLNTON—Southbound traffic in Newton leave Virginia Shipp Hotel, go two blocks down South College Street, turn to the left and go four miles to Mingus' Store, turn to right and go three miles to Oliver's Cross Roads, turn square to right and go three miles to cross roads, turn to right for Maiden and keep straight ahead for Lincolnton.

Northbound traffic leave Lincolnton on East Main Street, continuing approximately 2 miles to Goodsonville; turn to left, going approximately 1-4 mile; take left-hand road, going approximately 6 miles; turn to left for Maiden, or go straight ahead to Newton.

ROUTE NO. 17.

BOONE-BLOWING ROCK—Traffic from Boone turn south off Route No. 60 near courthouse in Boone; cross narrow-guage railroad tracks; follow narrow dirt road nine miles, connecting with Route No. 175 two miles from Blowing Rock. Traffic from Blowing Rock proceed over Route No. 175 two miles; turn right, and follow narrow dirt road to Boone.

ROUTE NO. 20.

WILMINGTON-WHITEVILLE—Westbound traffic cross railroad tracks to Leland and proceed straight ahead on Old Cornwallis Road via Armour on to Wananish. This detour is plainly marked.

WADESBORO-POLKTON—Westbound traffic turn to right on Concord road at large detour sign about 2 miles west of Wadesboro and follow detour signs to Polkton.

Eastbound traffic from Polkton turn left at large detour sign in

Polkton; follow markers about 4 1-2 miles to Concord road; turn to right, follow markers about 2 miles; turn to right and follow about 5 miles to Route No. 20.

MONROE-CHARLOTTE—For traffic gong from Monroe to Charlotte, beginning at the intersection of Haynes street and Franklin street (Route 20 and 25) go west following Franklin street (Route 25) about 2,000 feet to Johnston street, turn square to right, go about 2,000 feet (crossing the S. A. L. R. R. Atlanta track, and Bearskin creek) curve sharp to left and go about 800 feet to Icemorlee (Icemorlee Mills) turn square to right, cross the Charlotte track of the S. A. L. R. R. and about 900 feet to the paved highway, turn square to left and proceed toward Charlotte via Bakers and Matthews.

CHARLOTTE-MONROE—Reverse of above.

Traffic leaving GASTONIA for KINGS MOUNTAIN will follow West Franklin Avenue into Kings Mountain Road for Kings Mountain.

Traffic leaving GASTONIA for SHELBY, BESSEMER CITY and CHERRYVILLE will follow West Franklin Avenue, turn right over concrete roadway into Bessemer City, continuing through Bessemer City, turn right into concrete street and Cherryville Road, at Cherryville cross railroad and continue for two blocks; turn left into State Route No. 206 for Shelby.

Traffic from KINGS MOUNTAIN will pass over Kings Mountain Road, entering Gastonia by West Franklin Avenue.

Traffic from SHELBY will follow State Route No. 206 TO CHERRYVILLE. At Cherryville turn right into Cherryville-Bessemer City Road. At Bessemer City turn left and follow concrete highway, entering Gastonia by West Franklin Avenue.

SHELBY-KINGS MOUNTAIN—Eastbound traffic in Shelby at the intersection of Washington Street and Warren Street (detour sign); turn to the left on Washington Street to Warren Street (detour sign), to the right here and proceed past Cleveland Sprnigs Hotel to Stony Point; turn to the right at Stony Point and proceed to Champion's Store; here turn sharp to the left, and on to Kings Mountain. (Detour is in good condition, well marked, and 16 miles long.)

Westbound traffic turn sharp to right at stand sign intersection of Kings and Piedmont streets in Kings Mountain and follow reverse of above.

Westbound traffic coming into Kings Mountain over Route 205, detour as directed by signs at the railroad crossing near the station to the street intersection opposite Boyce Memorial Church From this point follow the above directions.

ROUTE NO. 27.

CHARLOTTE-Albermarle—Through traffic from Charlotte to Albermarle go by way of Concord to Albemarle. Traffic from Albemarle to Charlotte follow reverse of above.

Local traffic follow Route 27 which is a continuous detour from beginning of Project 659 to end of project 616. Follow old road and new grade. Several small wooden box culverts in bad shape.

ROUTE NO. 40.

GOLDSBORO-WILSON—Southbound traffic detour to the right 800 feet south of Wiggins' Mill bridge, and follow detour signs No. 40 for Fremont and Goldsboro. Northbound detour to the right 1-2 mile north of Black Creek bridge, and follow detour signs No. 40 for Wilson. Detour 4 miles long. Road in fair condition.

MT. OLIVE-GOLDSBORO—Northbound traffic detour to right at Mt. Olive and follow the old Goldsboro-Wilmington Highway on the east side of and parallel to the A. C. L. Railroad tracks to north edge of Mt. Olive; thence cross the railroad and follow road on west side of and parallel to the track to Dudley; thence cross the railroad and follow road on east side of and nearly parallel to the railroad to Route No. 40, near Neuse River Bridge; thence to right over concrete base to Goldsboro. Southbound traffic reverse directions.

WILMINGTON-GOLDSBORO—Through traffic from Wilmington to Goldsboro, leave Route No. 40 at Ashton; cross road, turn to left, crossing A. C. L. railroad at Ashton; thence to Hill's Chapel, turning to right and follow Burgaw road, also detour signs to Burgaw, then through main street of Burgaw, crossing the railroad and Route No. 40 to old Wilmington-Goldsboro road, then turn to left leading into Road 40.

SANFORD-SOUTHERN PINES—Southbound traffic follow Route 50 from Sanford to Jonesboro; turn to the right on Route 53 to detour sign, thence to the right again about 2.0 miles to Tramway to the intersection with hard surfaced road or Route 50; thence over Route 50.

Northbound traffic follow reverse directions.

ROUTE NO 57.

HENDERSON-OXFORD—Westbound traffic will leave Route No. 57 at a standard detour sign six miles out of Henderson and follow detour signs; return to Route No. 57 on Garnett Street in Oxford. Southbound traffic follow reverse directions.

ROUTE NO. 60.

LILLINGTON-DUKE—Eastbound traffic turn to left at large detour sign one mile north of Lillington and follow detour for about five and one-half miles until it joins Route No. 60 three miles west of Coats.

Westbound traffic keep straight road at large detour sign three miles west of Coats and follow reverse route.

DUKE-DUNN—Westbound traffic: Starting in Dunn at intersection of Broad street with Route 22, from Smithfield and Benson; go east on Broad street one block to McKay Avenue; turn to right or south on McKay Avenue; continue on McKay Avenue about one-half mile through Dunn and curve to right on county road; follow detour signs to Duke.

Eastbound traffic take reverse direction.

GREENSBORO-JULIAN—Eastbound traffic take road to the left at filling station approximately one mile east of Greensboro; follow this road four miles to stand sign; thence sharp to the right over country road, entering Route 60, approximately 6 1-2 miles east of Greensboro. Westbound traffic detour to the right at large stand sign on road Route No. 60, approximately 6 1-2 miles east of Greensboro,, and follow reverse of above.

ROUTE NO. 60.

Between Siler City and Liberty, Route 60, large standard detour sign has been placed at intersection of routes 75 and 60 in the Town of Siler City. Sign points to route 75 which leads to Ashboro, follow this route to Brown's Cross Roads seven miles from Siler City. Sign marked to Staley. Take right angle turn and follow road 4 miles into Staley, then Route 60 is picked up again and is well marked on into Greensboro.

WINSTON-SALEM-YADKINVILLE—Westbound traffic, turn to left at large detour sign about one mile west of the city limits of Winston-Salem (overhead railroad bridge); proceed over plainly-marked topsoil road .3 mile; turn sharp to the rgiht and proceed six miles over top soil road; turn sharp to the rgiht and proceed over topsoil road one and one-half miles; turn sharp to the left and proceed over narrow road .1 mile to new concrete road Route 60.

Eastbound traffic follow the reverse route.

ROUTE No. 65

WINSTON-SALEM-MOCKSVILLE—Traffic from Winston-Salem turn left at 4th and Main streets in Winston-Salem; following Main Street to Cascade Ave., "Salisbury Road"; turn left, follow old macadam road 4 1-2 miles; turn right, follow topsoil road 3 1-2 miles; turn left, following soil road coming on to new pavement at Muddy Creek Station. Traffic from Mocksville turn off new pavement at Muddy Creek Station, five miles from Winston-Salem, and follow reverse route.

ROUTE Nos. 65 and 709

REIDSVILLE-LEAKSVILLE—Northwest traffiic detour as directed by signs at the north limit of Reidsville over county road to Leaksville.

Southside traffic from Leaksville detour to the left at large stand sign on the south of covered bridge at Leaksville and follow reverse of above.

Traffic to Wenworth using Route No. 65, as usual.

ROUTE No. 68

NORTH WILKESBORO-JEFFERSON—Traffic from North Wilikesboro turn left at detour sign, five miles from Jefferson; follow detour as marked to and through West Jefferson. Traffic from Jefferson will detour by way of West Jefferson. This detour has steep grades and gets bad in wet weather.

ROUTE No. 70

Between Seagrove and Asbury, Route 70, southbound traffic detour to the right at large stand sign in Seagrove and follow county road for approximately four miles, as directed by signs, entering Route 70 in Asbury. Northbound traffic detour to left at stand sign in Asbury and follow reverse of above.

Between Randleman and Asheboro, Route 70, southbound traffic detour to the left at large stand sign at south limits of Randleman, over gravel and topsoil road in Asheboro, as directed by signs. In Asheboro, northbound traffic follow Route 70 to a point approximately two and one-half miles north of Asheboro, thence to the right over Route 62 to Central Falls. Turn sharp to left at stand sign, following county road into Randleman.

ROUTE No. 75

OXFORD-VIRGINIA STATE LINE—Northbound traffic turn to right off concrete pavement at barricade and detour sign, about 0.6 mile north of Bullock, N. C., follow detour road for five hundred feet, crossing railroad track and turn sharp to left. Follow road as indicated by detour signs for a distance of a mile to its intersection with main road, Route No. 75.

Southbound traffic turn to the left at detour sign and follow reverse directions as given above.

STATESVILLE-TAYLORSVILLE—Traffic from Statesville to Taylorsville will follow old road, Route 75, to Stony Point, turning left, crossing railroad, thence turn right and continue along new road, Route 75, to Taylorsville.

Traffic from Taylorsville to Statesville follow the reverse of above.

$1250 WORTH OF BUSINESS

Came to us as a direct result of advertising in the

CAROLINA MOTORIST

says one advertiser.

Let us tell you why advertising in this publication will pay you.

Write or wire for statement of "Facts",

CAROLINA MOTORIST

231 JEFFERSON STANDARD BLDG.,
GREENSBORO, N. C.

Timely Tips to Motorists

Replacing Tires.

Replace worn tires for winter driving as cold weather motoring is harder on the rubber. If the motorist who has but one spare tire, will invest in another, he will find that when spring approaches, he will have less expense in replacing the tires on his car. Two or three spare tubes should be ready for emergency service—either fix the old ones so that they will serve or buy new ones.

Proper Lubrication.

During the cold weather, water and gasoline may accumulate in the crankcase of the engine. It is necessary to drain and clean the oil pan more frequently than in warm weather, and it is imperative that the oil be drained every 350 miles, if the car is constantly making short trips.

As the entire mechanism of the car is subjected to more severe usage in the winter time, you should see that the various parts are well lubricated, especially the brakes and steering mechanism. —MOTOR NEWS.

About Brake Adjustment.

Some cities are rigidly enforcing the law requiring brake adjustment Such a course, if followed religiously will result in a lowering of accidents if contended.

Brakes that are unevenly adjusted or that have one that is not working properly will cause the car to swerve to one side when the brakes are applied quickly.

About Use of Brakes.

Jamming on the brakes for sudden stops repeatedly is a sign of poor driving. In fact, a common fault of driving is to be found in the excessive use of the brakes, which cuts down gasoline mileage.

Excessive use of the brakes makes the engine use more power to combat the contracting energy. The driver should watch the road so that the car will slow down of its own momentum, which may often be done without the use of the brake to any extent.

When one has quit "feeding it gas" and has neared a "stop," he should press on the brake and disengage the clutch. For sudden stops in emergencies, the brake should be used first and clutch last. Many accidents result from disengaging the clutch first and then braking heavily on wet or icy pavements.

Do Not Live to Yourself Alone.

Automobile owners should remember that they owe something to others. For their own protection as well as others they should be on the alert. A few things they might watch are as follows:

1. Always be on the alert for a suspicious driver in your neighborhood and report him to the police. He may be driving a stolen car and it may belong to a friend Whether it does or not you certainly want to have thieves caught and punished Your car may be stolen and returned by just such vigilance.
2. Take the precaution to lock your car when parking it anywhere, no matter whether you are going to remain away an hour or two minutes.
3. Never bring your car to a sudden stop without giving a proper signal to the motorist behind you.
4. Remember that your automobile club is eager to help you. Report to it promptly any speed trap you may encounter or any discourtesy by an officer so that it may investigate. —ILLINOIS MOTORIST.

This Is Dangerous, But Often Done.

How many drivers do you see shoot around a corner at full speed where the buildings obstruct their view from the street intersection?

This is a dangerous habit for the driver as well as for the car or cars that may be passing on the street which he is about to enter.

An obstructed corner should be turned slowly, so that the car may be stopped instantly, should there be danger ahead

Don't take it for granted there is nothing traveling on the street you are about to enter. Hesitate, slow down and look for yourself, and then "step on it." Don't "step on it" first and then come to in the hospital.

Protect Your Varnish.

This time of the year the varnish of the car must be given special care.

Do not allow a mud-bespattered car to stay that way any longer than is absolutely necessary. The longer the mud stays on, the harder the spots will be to remove.

Use a clean sponge and cold water to rinse it off. Then dry thoroughly with a chamois.

Before going out in the rain, apply oil over the nickel surfaces. This will keep them from rusting and tarnishing.

A Battery Reminder.

Batteries will need special care now that winter is at hand. The battery should be kept well charged, as an undercharged battery will readily freeze.

The battery has much harder work to do in the winter time on account of the heavy conditions of the oil when car is allowed to stand in the cold for any length of time.

There are two reasons why the battery should be kept well charged during the cold months. First, the load is heavier, causing more drain on the battery and the chance of an undercharged battery to freeze.

Take One

Take a sheet of paper or a post-card. Write to the address below and ask one question: How can I make more money in my spare time. There is no obligation on your part, and you will get full particulars of how to make from $10 to $20 a week in spare time with very little effort.

Address, *"Spare Time"*,
Care Carolina Motorist
Greensboro, N. C.

First Class Workmanship
Prompt Service
212 West Market St.

Try us one time and you will never have your shoes repaired elsewhere—Parcel post orders given special attention.
-The Court House is Across the Street from Us

Cornelius Shoe Shop
-Phone 2797.

CAROLINA MOTOR CLUB
OFFICIAL GARAGE
AAA
CERTIFIED SERVICE

(Town, Name, Hours for Service, Phones—Day and Night, in order.)

Asheville—Weaver Motor Co.—8 A. M.-7 P. M.—2211-840-L-3.
Asheville—Cazel Auto Service Co.—12 A. M.-12 P. M.—358-358.
Aberdeen—A & M Garage—All hours.
Albermarle—Auten-Wolft Motor Co.—All Hours—126-126.
Asheboro—Highway Service Station—All Hours—142-27.
Black Creek—Aycock Auto Co.—4003.
Blowing Rock—Service Garage—All Hours.
Brevard—McCrary Motor Co.—6 A. M.-12 P. M.—198.
Bryson City—Sandidge Motor Co.—All Hours—82-2.
Burlington—Midway Auto Co.—7 A. M.-8 P. M.—J-812.
Burlington—Front Street Service Station—6 A. M.-12 P. M.—241.
Chadbourn— D. R. Connors Garage—7 A. M.-6P. M.—2 Rings; 3 Rings.
Charlotte—Auto Inn—All Hours—24-24.
Charlotte—Rust Motor Co.—7:30 A. M.-6 P. M.—218.
Charlotte—Bradshaw Auto Service Co.—Never Close—1653-1653.
Concord—Cabarrus Motor Co.—6 A. M.-11 P. M.—400-132-L.
Danville, Va.—Automotive Service Co.—7 A M.-12 P. M.—45-11.
Dillon, S. C.—Anderson & Covington Garage—7 A. M.-12 P. M.—54.
Dunn—Z. V. Snipes Garage—6 A. M.-10 P. M.—24-168.
Durham—Durham Motor Car Co.—7 A. M.-10 P. M.—410.
Elm City—Braswell Motor Car Co.—All Hours—237.
Enfield—Thos. E. Marshall—7 A. M.-8 P. M.—262-211J.
Fairmont—Webster Motor Co.—7 A. M.-8 P. M.—39-24-23.
Franklinville—Franklinville Motor Co.—All Hours—95-95.
Fuquay Springs—H. H. Sessoms Garage—7:30 A. M.-6:30 P. M.
Fayetteville—Universal Garage Co.—7 A. M.-6 P. M.—186-187.
Fayetteville—Lewis Motor Co. 7 A. M.-6 P. M.—862-862. Dodge Service only.
Fayetteville—J & N Motor Co.—7 A. M.-6 P. M.—75-75.
Franklin—Porter Motor Co.—7 A. M.-9 P. M. 45-45.
Gastonia—Red Lion Service Co.—7 A. M.-10 P. M.
Gastonia—Craig Chevrolet Co.—7 A. M.-7 P. M.—918-918.
Goldsboro—Harris Motor Co.—7 A. M.-10 P. M.—838-482.
Goldsboro—Standard Motor Co.—7 A. M.-6 P. M.—872 Lincoln-Fords only.
Graham—Moon Motor Co.—7 A. M.-10:30 P. M.—558J-558J.
Greensboro—Greensboro Motor Car Co.—7 A. M.-6 P. M.—2500-1020W (Buick Service only.)
Greensboro—Boren & Swaim Service Stations (Gasoline and oil service only.)—7 A. M.-10 P. M.—51.
Greensboro—Guilford Motor Car Co.—(Franklin and Nash service only)—8 A. M.-6-30 P. M.—166-166.
Greensboro—Coble & Starr Motor Co.—7 A. M.-10 P. M.—678-684.
Greensboro—Mebane Motor Co.—(Dodge service only)—7;30 A M.-6 P. M.—2351-2351.
Greensboro—Thos. C. Hunt, Inc.—8 A. M.-6 P. M.—260-3002W (Packard service only.)
Greensboro—Winder Oil Co.—6 A. M.-12:30 P. M.—2605-2605.
Greenville, N. C.—Sugg Motor Co.—7 A. M.-9 P. M.—429.
Hamlet—Seaboard Filling Station—7 A. M.-10 P. M.—143.
Hamlet—Auto Inn—6 A. M.-10 P. M.—71W-71W.
Henderson—Stevenson Motor Service Co.—8 A. M.-9 P. M.—125.
Hendersonville—R R Motor Co.—7 A. M.-12 P. M.—198.
Hickory—Hickory Motor Corporation—6 A. M.-11 P. M.—405-24.
High Point—White Way Motor Co.—7:30 A. M.-10 P. M., except 9:30 A. M.-4 P. M. Sunday—393.
High Point—Sheraton Garage—All Hours, Close Sunday 9.30-1 P. M.——2485-2485.
Hillsboro—Orange Motor Co.—7 A. M.-7 P. M.—98-110.
Jamestown—Jamestown Motor Co.—7 A. M.-10 P. M.—5321-5321.
Kannapolis—R. M. Housel Garage—6:30 A. M.-9 P. M.—33-133-150.
Kinston—Kinston Garage, Inc.—6.30 A. M.-10.30 P M.—414.
Laurel Hill—Pate Overland Co.—7 A. M.-6 P. M.—3911-3905.
Laurenburg—McNair Automotive Co.—7 A. M.-6 P. M.—303.
Lenoir—Merrit Motor Co.—Phone 52.
Lexington—Gray Motor Co.—All Hours—353.
Liberty—Smith Motor Co.—7 A. M.-6 P. M.—75.
Lincolnton—Hinsons Garage—7 A. M.-10 P. M.—291-296.
Louisburg—Beck's Garage—7 A. M.-11 P. M.—311-46.
Lumberton—Townsend Motor Co.—7 A. M.-6 P. M.—196-154.
Madison—Rockingham Auto Co.—7 A. M.-7:30 P. M.—45.
Marshville—Marshville Motor Co.—7 A. M.-9 P. M.—154.
Maxton—Wilbarn Service Co.—7 A. M.-9 P. M.—215.
Mebane—James Warren Motor Co.—9 A. M.-6 P. M.—100-100.
Mebane—Elkins Motor Co.—7 A. M.-6 P. M.—134-91.
Monroe—Monroe Motor Co.—7 A. M.-7 P. M.—599.
Mebane—Mebane Auto Co.—6 A. M.-9 P. M.—97-97.
Morehead City—Service Garage—7 A. M.-6 P. M.—134W-1J.
Morehead City—Morehead City Garage—6 A. M.-6 P. M.—100-122J.
Morganton—Erwin Bolton Motor Co.—7 A. M.-6 P. M.—112.
Mt. Olive—J. L. Hatchers Garage—7:30 A. M.-10 P. M.—32-133.
Greensboro—Armfield Motor Co.—All Hours—1918.
Greensboro—Arcade Service Station—7 A. M.-7 P. M.—3428.
Greensboro—Ashboro Street Garage—6:30 A. M.-10:30 P. M.
New Bern—Automotive Service Co.—7 A. M.-12 P. M.—866-868.
Mt. Airy—General Motor Co.—6 A. M.-6 P. M.—42.
Nashville—Wheeless Motor Co.—6:30 A. M.-10 P. M.—68.
New Bern—Automotive Service Co.—7 A. M.-12 P. M.—866-866.
New Bern, N. C.—Service Motor Co.—7 A. M.-12 P. M.—600-93.
Newton, N. C.—City Service Station—7 A. M.-9 P. M.—197-141.
North Wilkesboro—W. W. Call Motor Co.—7 A. M.-6 P. M.—238.
Oxford—Crenshaw Motor Co.—7 A. M.-6 P. M.—1635.
Oxford—Granville Motor Co.—6:30 A. M.-6 P. M.—90-1R.
Pinnacle—Pinnacle Motor Co.—7 A. M.-10 P. M.
Ramseur—Moore Motor Co.—7 A. M.-7 P. M.—116-5.
Randleman—Randleman Motor Co.—7 A. M.-9 P. M.—97-97.
Roanoke Rapids—Joyner Motor Co.—7 A. M.-6 P. M.—226.
Rockingham—Jenkins Buick Garage—7 A. M.-11:15 P. M.—341.
Raleigh—Motor Service Co.—7 A. M.-10 P. M.—777-1466W.
Raleigh—Franklin Auto Sales Co.—7:30 A. M.-6 P. M.—715-715. (Franklin service only.)
Raleigh—Sugg Motor Co.
Raleigh—Phinney Sales Co.—8 A. M.-5:30 P. M.—2065.
Reidsville—Square Motor Co.—7 A. M.-6 P. M.—357.
Rockingham—Jenkins Buick Co.
Rocky Mount—Edwards Cutchin Motor Co.—All Hours—362-362.
Roxboro—Crowell Motor Co.—7 A. M.-8 P. M.—77.
Smithfield—Sanders Motor Co.—6 A. M.-11 P. M.—168-7406.
Salisbury—Cal Cutting Motor Service Co.—7 A. M.-9 P. M.—441.
Salisbury—Motor Tire&Service Co.—7 A. M.-10 P. M.—456W.
Sanford—Hanner Motor Co.—7 A. M.-6 P. M.—200.
Shelby—Thompson Higgins Motor Co.—All Hours—517-129.
Snow Hill—Moye Motor Co.—6 A. M.-10 P. M.—11J-11W.
Southern Pines—Davis Motor Co.—7 A. M.-11 P. M.
Southern Pines—Federal Service Station—7 A. M.-12 P. M.—308.
Spartanburg, S. C.—Magnolia Oil Co.—6:30 A. M.-12 P. M.—1486-1486.
Statesville—Yount Motor Co.—7 A. M.-8 P. M.—41.
St. Pauls—Auto Supply Co.—7 A. M.-7:30 P. M.—54.
Sylva—J. S. Higdon's Garage—7 A. M.-7:30 P. M.—1.
Summerfield—Square Motor Co.—7 A. M.-9 P. M.—262-211J.
Starr, N. C.—Seward Garage—7 A. M.-6 P. M.
Thomasville—Motor Service Co.—7 A. M.-9 P. M.—368.
Tarboro—Corbett Bros. Garage—7 A. M.-6 P. M.—49.
Wallace—Wallace Motor Co.—7 A. M.-8 P. M.
Warsaw—Thomas Motor Co.—7 A. M.-6 P. M.—53.
Waynesville—Swift Motor Co.—7 A. M.-6 P. M.—176.
Washington—Claude L. Carrow Garage—7 A. M.-6 P. M.—330.
Weldon—Bounds Motor Co.—7 A. M.-9 P. M.—207-226.
Wilmington—MacMillan & Cameron—All Hours—15-15.
Wilmington—McMillan & Marshburn—7:30 A. M.-7 P. M.—52-1417L-2.
Wilson—Ruffin Accessory Shop—All Hours—912-626-478-1300.
Winston-Salem—Ideal Motor & Equipment Co.—All Hours—103-107.
Warrenton—Roy Davis Garage—7 A. M.-9 P. M.—60-143J.
Williamston—B. R. Barnhill Garage—7 A. M.-7 P. M.—201-158.
Wilmington—McMillan Garage Co.—All Hours—250-250.

HOW TO OBTAIN EMERGENCY ROAD SERVICE

Do not fail to carry your membership card. No service will be given unless you have it with you when asking for aid. When you require Emergency Service, telephone nearest Official Garage listed.

Furnish the Official Garage with the information which is on your membership card.

Our nearest Official Garage will immediately send a mechanic to your aid; he will either start your car in thirty minutes so you can proceed under your own power or will tow you to our nearest Official Service Station, without expense to you.

Should you wish your car towed to any other than our nearest Service Station, you must bear the expense after leaving said station.

Your Club is not in the repair business. We only render Emergency Service and agree to do one of two things: Start you under your own power or tow your car to safety. We do not supply parts or accessories of any kind.

If your car is wrecked or disabled so it cannot operate under its own power; if there are broken parts or mechanical defects that cannot be repaired at the roadside within a half hour, our Service man will immediately tow your car to our nearest service station. When it arrives there, our responsibility ceases and you are at liberty to have your car repaired by whomsoever you wish.

In case of a puncture, our Service man will change your tires for you if you have a spare one, or he will put in a spare inner tube and inflate it. In no event will they repair punctures except at the expense of the member.

If the car can operate under its own power, without damage to itself, you are not entitled to our service. You must take it to a garage and arrange for its repair at your own expense.

Free Emergency Road Service is rendered to a distance of five (5) miles only, and a limit of thirty (30) minutes free work after reaching the car. Distance and time in excess will be paid for by the member.

Should you require gasoline, our Service men will bring you one gallon to enable you to proceed to a gas station. The member pays for the gas, the service being free.

As the name indicates, this is EMERGENCY ROAD SERVICE and no service of any kind will be rendered in a private or public garage.

The Club requests that you do not tip our Service men as they are paid by us in every case commensurate with service rendered.

In the case of a wreck where the car is insured, the member must pay the Service Garage for the tow as the insurance company will reimburse him for this.

Official Service Garages

All Service Stations used by the Club in rendering you aid are
under a bond to the Club guaranteeing to our members preferred
gate any lack of service on the part of our Official Service Garages
service. We will appreciate information and will carefully investi-
or discourtesy on the part of their employees.

LAMBERT "TRUBLPRUF" TIRES

The need for dependable tire equipment has been felt since the perfection of the automobile. Motors, ignition systems and other important units have been developed to a high degree of reliability. It is claimed that today, nine out of every ten delays on the road or in the garage are caused by tire trouble.

Lambert "TRUBLPRUFS" answer this need for dependable tire equipment. The driver of a machine operating on Lamberts never stops to inflate Tires, patch a tube or put on a spare. "TRUBLPRUFS" cannot puncture, blow-out or rim cut. They completely end tire trouble in a practical way and give thousands of uninterrupted miles of service.

"TRUBLPRUFS" also insure easy riding and protection from destructive jolts. The resilient rubber of which they are made together with their design enables them to absorb road shocks as fully as air tires. Write for dealers proposition. Territory is going fast.

TRUBLPRUF TIRE CO.,

Greensboro, N. C.
State Distributors.

Manufactured by LAMBERT TIRE & RUBBER COMPANY, Akron, Ohio.

FACTS ABOUT CAROLINA MOTORIST

Advertisers are daily learning the intrinsic value of the Carolina Motorist as a medium for merchandising their products.

"The Carolina Motorist is one of the publications in the Carolinas which has brought us splendid results," declares an advertiser.

This distributor of an accessory for automobiles has learned the value of so-called class advertising. He knows that automobile owners are the ones who use his commodity and he has learned where to find the prospective purchaser. The golf club and golf ball manufacturers naturally advertise in golfers' magazines and the automobile distributor naturally should advertise in motor magazines.

The Carolina Motorist has had a phenomenal growth. Less than two years ago it had less than 2,000 circulation. It is today approaching the 6,000 mark. Its circulation is approximately 3 times greater but its advertising rates have increased little.

Is the only magazine in the Carolinas that represents the American Automobile Association.

Its circulation is 100 per cent automobile owners and, therefore it offers for automobile and motor accessory dealers the best method for reaching their prospective purchasers.

The Carolina Motorist has refused a certain class of advertising boosting commodities it could not recommend.

Opening
about
February
first

A modern
Hotel in an
atmosphere
of traditions

Charleston's Historic Hospitality Lives Again in the Wonderful

FRANCIS MARION HOTEL

IN planning the new Francis Marion Hotel about to open at Charleston, S. C., architect and decorators, in collaboration with Stokes, the famous artist, have fashioned in fresco, fabrics and furnishings, an atmosphere that breathes the spirit of early Charleston.

The deeds of Francis Marion, and the Song of Marion's men provided Artist Stokes with inspiration that finds expression in beautiful paintings and sculpture throughout the show places of the house.

The "Swamp Fox" lives again in effigy and in the color scheme of the main dining room.

And withal, convenience, comfort and utility are so cleverly combined with artistry, taste and quiet elegance that the effect of the new house is a burst of delightful surprise.

This Francis Marion Hotel, fine as the most modern house can be, individual beyond conception, and operated with all the refinement of Foor and Robinson service, takes rank as foremost of the many New Hotels of the Smiling Southland.

The Foor and Robinson Hotels

Good Hotels in Good Towns

OTHERS UNDER FOOR & ROBINSON DIRECTION ARE:

The O. Henry
Greensboro, N. C.

The Sheraton
High Point, N. C.

The Aragon
Jacksonville, Fla.

The Charlotte
Charlotte, N. C.

The Cleveland
Spartanburg, S. C.

CAROLINA MOTORIST

FEBRUARY 1924

CAROLINA MOTOR CLUB
AAA
1936
THIEVES WILL BE PROSECUTED

20 CENTS A COPY

A Typical North Carolina Highway

Accessible
Convenient
Comfortable

SOUTHERN PINES

Its Late Spring
in Southern Pines
NOW !

"THE DELIGHT OF SOUTHERN MOTORISTS"

IN NORTH CAROLINA

A convenient day's journey from points in North and South Carolina, Virginia and Tennessee.
Season now open in the Winter Playground of the South.

Golf
Tennis
Rogue
Riding
Hunting

Fox
Hunts
Motoring
Climate
Hotels

DELIGHTFULLY accessable, interesting and pleasant—The Rigours of Winter are Unknown in SUNNY SOUTHERN PINES—Where Carolina business men may spend a week-end away from the irksome desk amid the long-leaf pines with golf bag or hunting kit. The SOUTHERN PINES COUNTRY CLUB, with a magnificent new club house just completed, has one of the best and sportiest 27 holes of golf in the entire South, with Emmet French, Professional, in charge.

Numerous hotels and boarding houses, strictly modern in Equipment. Southern Pines entertains no tubercular patients. Winter homes, cottages, bungalows, as well as lots and farm lands for rent and sale.

Illustrated booklet of Southern Pines sent upon application to Secretary, Chamber of Commerce, Southern Pines, N. C.

The Highland Pines Inn
Credmer and Turner, Props.
On Weymouth Heights

The Hollywood Hotel
J. L. Pottle and Son, Props.

Southern Pines Hotel
D. F. Mcadams & Company, Props.

S. B. Richardson
Real Estate
Agents for Weymouth Heights and Knollwood

For Illustrated Descriptive Booklet, Address
Southern Pines Chamber of Commerce
SOUTHERN PINES, N. C.

CAROLINA MOTORIST

Volume 2 GREENSBORO, N. C., February, 1924 Number 4

Charlotte Automobile Show to be Best In South Will be Held March 3rd to 8th In Large Exposition Building

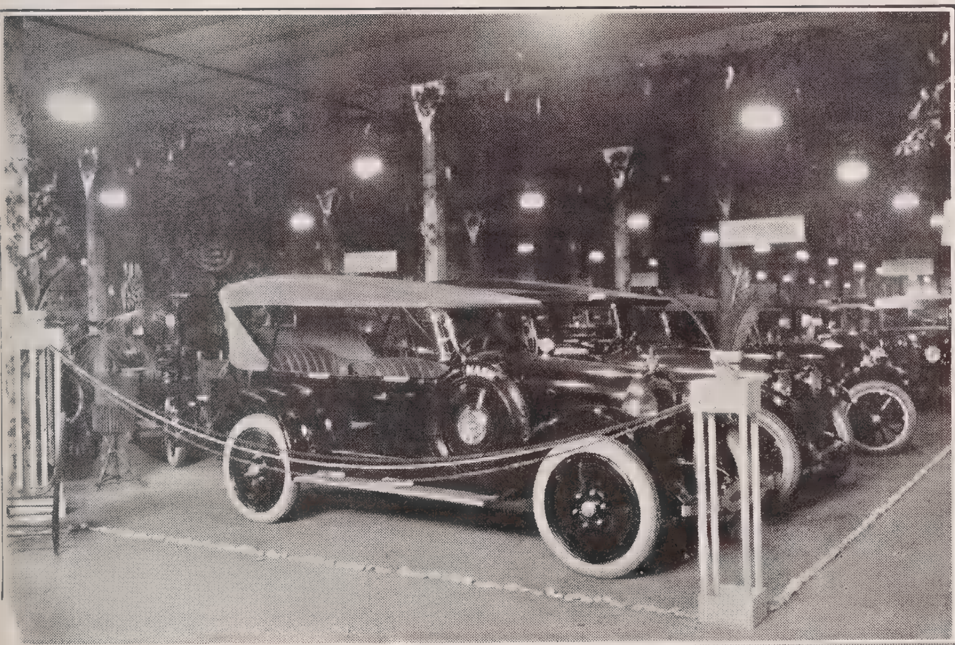


Exhibit in Last Year's Show

The Nineteen Twenty-Four Automobile Show to be held in Charlotte in the Carolinas Exposition building March 3rd to 8th, for which over 50,000 square feet of floor space will be used for exhibits, will probably be the greatest ever held in the South in number and variety of exhibits. The entertainment features will be the most elaborate and attractive ever before offered. Mr. J. P. Harris, Chairman of Program and Entertainment committee, is making arrangements to have one of the foremost concert bands in the country, which will render an excellent musical program every afternoon and evening during the show. In addition to this feature, some of America's leading concert singers together with one of the most popular quartets in the country will appear in a daily program for the entertainment of the visitors to the show.

Hundreds of the latest and most attractive models of America's finest automobiles will be on display; one manufacturer alone will exhibit twenty-one models of a high-grade car whose total value will exceed $100,000.

Anyone contemplating the purchase of a new car will have the opportunity of see-

(Continued on Page Two)

(Below) Where show will be held.

ing at this year's show the most complete and elaborate display of automobiles ever before attempted in the Carolinas. Here one will find the latest models ranging in price to suit any individual.

Osmond Barringer, one of Charlotte's best known figures in the automotive trade, has been designated manager of the show. The committee which he heads will have control over all matters relative to exhibits. Other committees which have been appointed and are completing arrangements for the show, are as follows:

Central: George E. Wilson, Jr., Lee A. Folger, H. L. McClaren, J. P. Harris and J. G. Fitzsimons. Building: Folger, Wilson, Glasgow. Program and Entertainment: J. P. Harris, C. R. Collins, Victor Shaw, H. O. Stevens. Space: C. L. Ethredge, J. E. Taylor, L. D. Stapleton, R. D. Henderson, Osmond Barringer. Decoration: H. D. Horton, K. A. Grice, Fred Anderson, W. R. McPhaill, Flake Reid. Publicity and Advertising: J. G. Fitzsimons, T. B. H. Brown, Collins, Dick Young, T. J. Pierson. Tickets: J. D. Woodside, J. H. Ham, J. F. Reeves. Finance: B. D. Heath, W A. Montgomery, T. R. Stewart. Parking: J. C. McDonald, W. C. McGee, J. S. Rust, J. H. Huntley.

Highway Planning For Carolina

By H. M. Curran, *Forester*

CAROLINA'S doorway is open to the world a wheel. From California to Florida, they say, "the State with the good roads." We want more than this. "The State with the beautiful highways."

This is our new goal. The Highway Commission and the Department of Agriculture, through its extension service are planning to make our roadsides as attractive to the eye as the road bed is to the spinning wheels.

How is this to be accomplished? There are no funds for the work and little interest outside of a few enthusiasts.

No great movement had more to start with. A group of men interested and willing to bear the burden of overcoming the inertia of the great mass of tax payers and of winning to their ranks those who will aid them to set the whole spinning in the direction desired. A year, two years, five years, are as a day in this work.

Our good roads, good schools, public health, came this way. We are on the way to success.

Definite plans are as follows: survey of a few principal roads to determine the most unsightly feature. These to be in various sections of the State and cover all the problems of improvement the planting committee will have to solve. The problem of the Coastal Plain and Sound country is different than that of the Piedmont or the mountains.

The first area to be surveyed was the stretch of highway between Garner (vicinity of Raleigh Route 10) and the Cary underpass. This includes both the approaches to Raleigh. Reason for selecting this area, first, is one of cost. Members of the committee are in Raleigh, transportation can be secured and inspection of work carried on without cost.

The result of the preliminary survey shows two very unsightly features that can be planted out with little expense. One the city dump, southeast of town and the other the underpass at Cary where Route 10 enters a deep clay cut beneath the Seaboard and Southern tracks.

This latter was selected as the first place to work. Slopes of cut were beginning to slip and these were fixed with wattle and stakes. Planting of common honeysuckle was started on north slope. Permission to plant evergreens at the base of piling of railroad grade was given, this planting to mask this unsightly construction. Later when possible if banks are held by honeysuckle it is planned to plant evergreens and flowering shrubs like Azalea, Jessamine, Rambler Roses, etc.

This will indicate how we are to start our work with little time and no funds. A member of the committee, with the patrol crew, did the above work. photograph of the underpass by Mr. Witherspoon of the Highway Commission will show the problem as it is today.

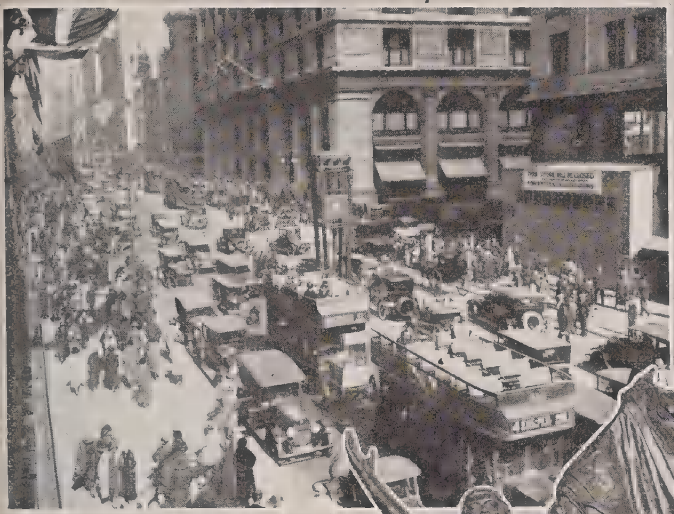
Work as planned also includes community work to make approaches to the towns beautiful. The planting of shade trees where this is practicable and the inducement of land owners to improve the roadsides beyond the right of way is also planned. This includes: putting fences in repair, painting or removal of farm buildings or massed planting of trees or shrubs to soften lines. Crop culture along roads to give a pleasing, thrifty appearance is also to be undertaken. This included planting of orchards parallel to roads, clean cultivation and cover crops to give green stretches during winter.

The woodland also will come in for attention. Good forestry practices are to be begun, the clearing of underbrush and fallen decayed trees, and these groves put into thrifty, growing conditions.

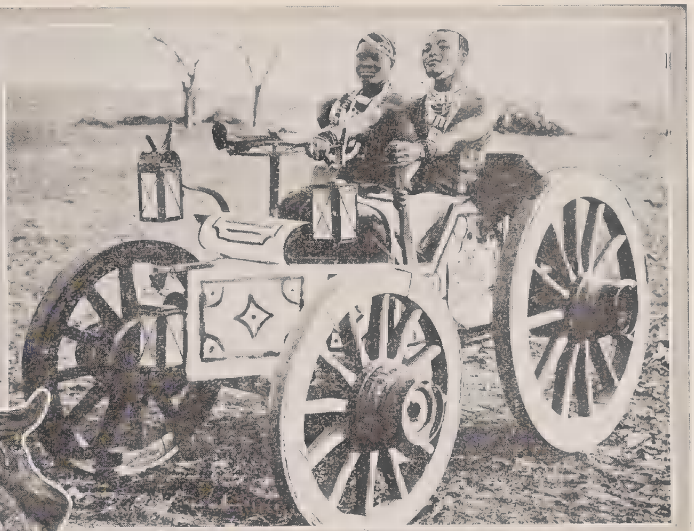
As soon as interest is created, it is planned to form rural and urban branch committees for co-operation. Woman's Clubs, civic organizations like the Chamber of Commerce, Rotary Club, Kiwanis Club, Lion Club, etc., and the schools and churches will be enlisted to aid in this work.

Nurseries are planned where the stock for planting can be grown at low cost and of the species we need.

Later, it is hoped, funds will be secured to proceed with the work on a scale that will make the Carolina landscape as seen through the eyes of the motoring public so attractive that the word shall be in every mouth, "Where are you going this vacation season? To Carolina of course. Have you tried Carolina's Beautiful Roads? The scenery is wonderful from Currituck to Cherokee." It is possible to make our roads the haunt of pleasure seekers near and far. We need the help of every "gas fan."

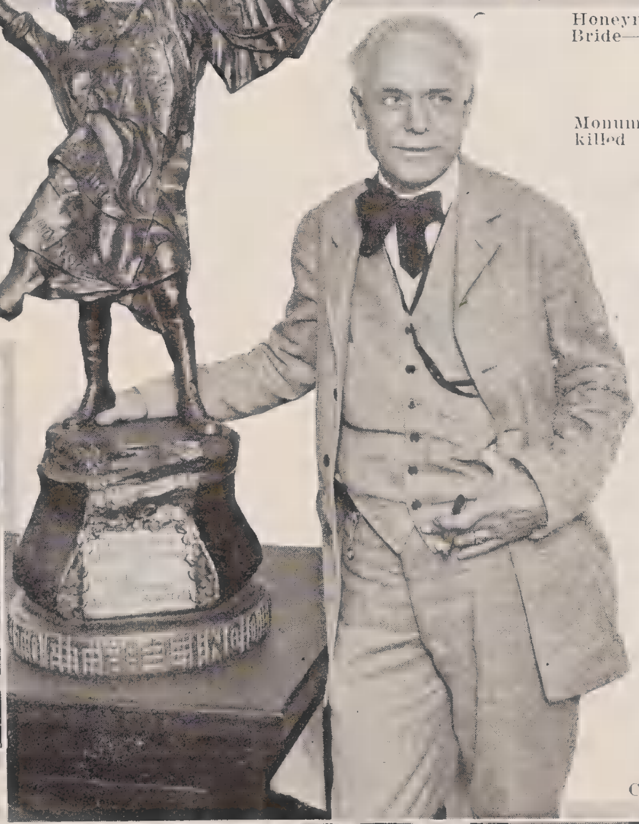


View of Perpetual Traffic Jam—Fifth Avenue at 34th St., New York



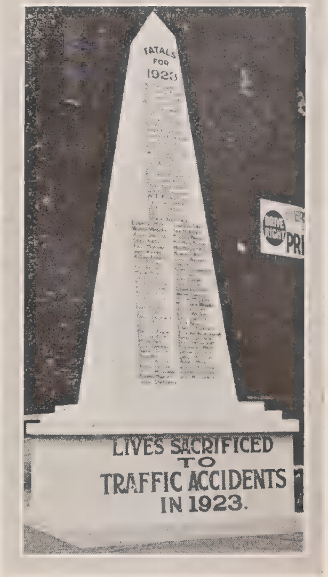
Honeymoon Chariot of Zulu Chief and Bride—The Lady furnishes the motive power

W. S. Gilbreath
Manager of the Detroit Auto Club, standing beside a bronze figure designed from a photograph of himself taken on a pathfinding trip in 1913, exemplifying the "Spirit of the Lincoln Way"

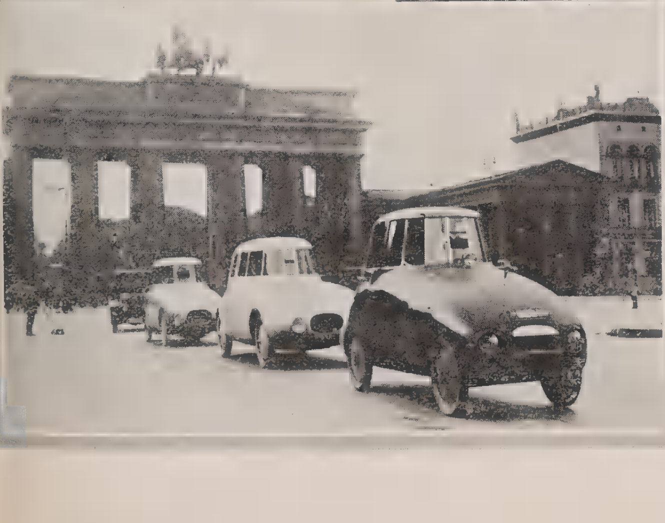


The lower picture will bring memories back to the "Old Timers"

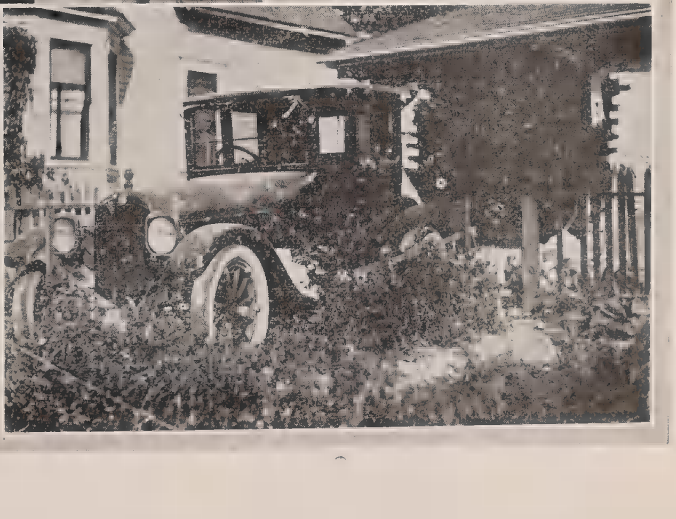
Monument erected in Detroit to those killed in traffic accidents. It stands in front of the City Hall



New Type of Auto in Berlin



Coupe Plows Through Brick Wall



Beautiful Lake Lure at Chimney Rock Now Assured

"THE large lake comprising some 1500 acres, with a fascinating shore line of some 27 miles, lying in the very heart of the Chimney Rock country, is now practically a certainty," says Dr. Lucius B. Morse, president of the Chimney Rock Mountains, Inc.

For many years Dr. Morse has been working on the development of Chimney Rock proper. Up to the present time, his energies have mainly been in the direction of rendering accessible the famous monolith for the thousands of tourists who have during recent years, visited the Chimney. This remarkable property was bought by Dr. Morse and his brothers many years ago. It was not until 1916, however, that work was commenced on the highway which leads up to the precipice. During the past year, mainly as the result of the excellent highways of North Carolina, over 12,000 people visited this remarkable cliff formation, so that it has become unquestionably the most unique motoring objective of its kind, in the South.

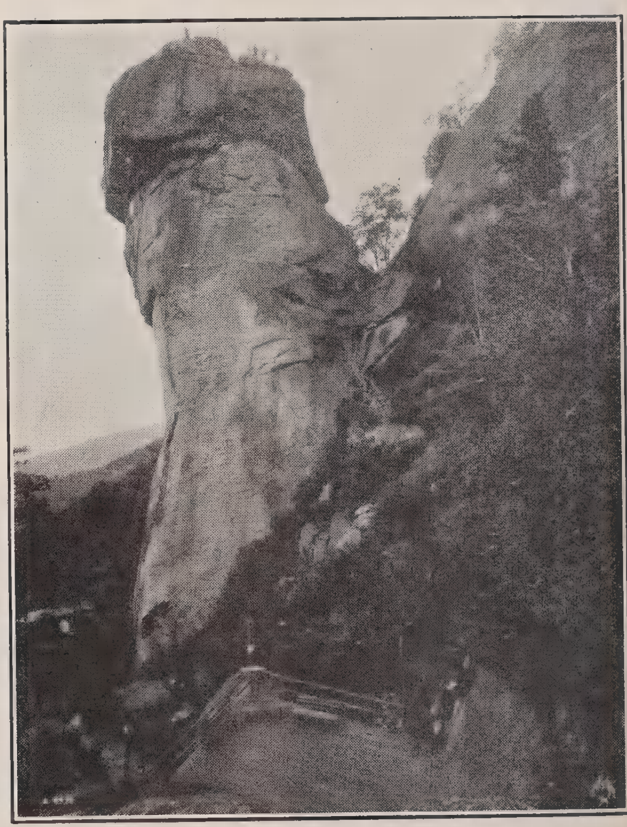
Road Up to Chimney Rock

While this development was of more than ordinary importance, it has ever been the ambition of Dr. Morse to bring into existence at Chimney Rock, a resort, the magnitude of which the world has not yet seen. Everyone who has visited Chimney Rock, knows the marvelously beautiful scenic possibilities of that favored country. The fact that so many people returned year after year, suggested the expression—"The lure of Chimney Rock;" indeed, it became the "lure Country." From this, quite naturally, the new lake to be created was christened "Lake Lure."

While nature had used a lavish hand at Chimney Rock, there was one thing lacking—water. Nothing else would so perfectly complete the picture of this enchanted land. Fortunately, a great lake has always been a most feasible undertaking, by the construction of a dam across the Rocky Broad River, and this is the main object for which a great corporation has been formed, and the lake will at once become the nucleus of a resort of wonderful possibilities.

Only those who have covered the vast estate, can form any conception of the final result which can so easily be accomplished, with the wonderful background of the Blue Ridge Mountains, the miles on miles of towering cliffs, almost breaking down to the water's edge.

"It was about the time that the State Highway Commission, one year ago, let the contract for hard surfacing from Asheville to Chimney Rock," said Dr. Morse, "that the time seemed opportune to initiate this gigantic enterprise." The vast boundary of land, embracing nearly 8,000 acres, owned by some 75 people, was gradually optioned during the past year. The Chimney Rock Mountains, Inc., was later formed, having among its personnel many outstanding business men of Rutherford County. The object of this corporation



Chiminey Rock

being to bring into existence this tremendous undertaking.

As a New Year's announcement, Dr. Morse states that the first and largest payments on the property, maturing January 1st, and involving an initial expenditure of over $130,000, have been promptly met, and there is every assurance that the great project is now definitely launched.

The plans provide for the laying off of the great estate by most competent landscape architects and engineers, in co-operation with architects, so as to bring the whole into a comprehensive, far-visioned plan, which will meet and supply the most exacting demands of a thoroughly high-class mountain lake resort. Ample funds will provide for two hotels, the first 18 hole golf links and club house, polo and athletic fields, an extensive and varied pleasure craft for the lake, a fully equipped beach for bathing, the most modern fish hatchery for the rapid stocking of the lake and tributary mountain streams, the embellishment of the remarkable water holes known as the Bottomless Pools, the building of a system of bridle trails threading their way to the tops of nearby mountains anid cliffs, an incline railway, and of course, the laying off of various civic centers, together with the necessary residential drives—all of these constitute a brief summary of the plans contemplated by the Chimney Rock Mountains, Inc.

View from Chimney Rock

As is well known, Chimney Rock is situated in the foot hills of the Blue Ridge Mountains, on the Wilmington-Charlotte-Asheville Highway. Indeed, this great east and west state thoroughfare in its new location, will traverse some 6 1-2 miles of the estate. The country is therefore easily and quickly accessible by automobile, to the hundreds of thousands of people who will annually visit Chimney Rock after the proposed development is completed, making it their objective for a day or a season.

A considerable water power will be developed at the site of the dam. The Company wishes it especially understood, however, that the water level of the lake will be preserved so as to enhance to the utmost the beauty as well as the resort value of a remarkable lake formation. With the ample power that will be available, the Company contemplates the generous use of the finest lighting effects that can be produced. In this connection, some new features will probably be worked out through illuminating engineers, in the way of flood lighting, revolving search lights, etc.

There will be some 4,500 acres of land that will, from year to year, be opened up successively, as great subdivisions for hotels, clubs, apartment houses, residences, even to the modest winter or summer cottage. With altitude variations of some 1800 feet within the confines of the estate, with lake fronting property, golf link fronting property, with certain regions having the greatest exposure, others equally protected by towering cliffs to the northward, it is believed that conditions will be provided that will more nearly bring into existence all year 'round resort requirements, than at any place in the Southern Appalachian Mountains.

40,000 miles of roads surfaced in 1923, reports T. H. MacDonald, Chief of the United States Bureau of Public Roads.

The Manor

Pinehurst, North Carolina

Opens December 15th

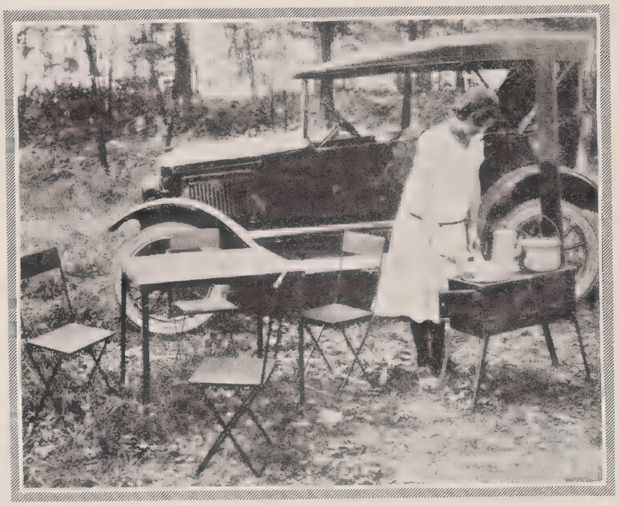
A new hotel, luxuriously furnished and catering to an exclusive clientele. Private or connecting bath with every room. Unexcelled cuisine.

Apply for rates and reservations

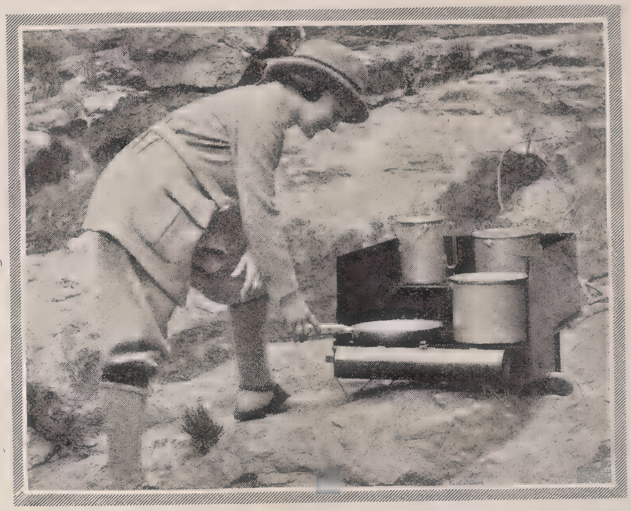
Mrs. E. C. Bliss
Owner and Manager.

The Hotel Burton Is Recognized as the Best Hotel In Danville, Va.

ALLIES OF THE AUTOCAMPER



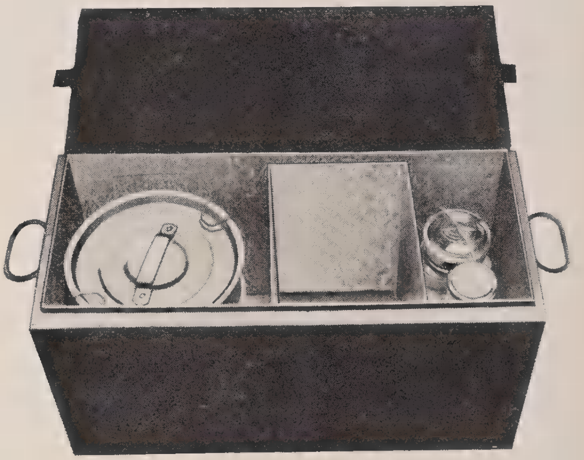
Here is a collapsible metal table-chair-stove combination outfit that is bound to make a mealtime hit.

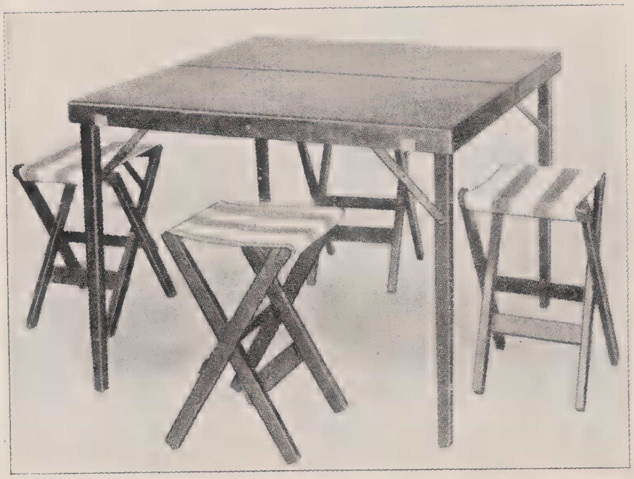


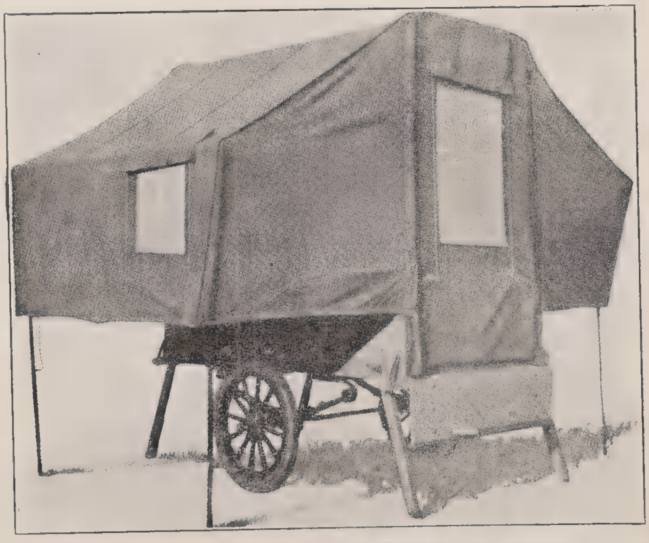
This pressure feed gasoline stove outfit with its ample oven and compact folding features is a boon to camping.

Here is a stainless steel knife that is conveniently carried in a sturdy leather sheath and is an ally for the chef.

This Automobile ice box boasts not only an ample food space but also has a section for two jars.





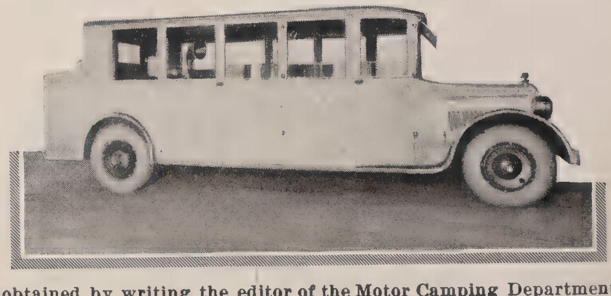


At left is a table-chair combination, all of wood, table top about a yard square, 28 inches high, total weight 25 pounds.

At left is seen more than a tent on wheels, indeed this standard touring trailer camp is a veritable home on rubber tires; having beds for four with real springs and cotton felt mattresses. 4x7 feet of house room.

Below is displayed a gasoline hotel built on expensive lines; wireless, electric stoves and aluminum body.

Below are shown a pair of excellent motor tents from flaps either pegged down or used to cover car.



Detailed information about any models shown on this page may be obtained by writing the editor of the Motor Camping Department

Good Driving Motorist's Greatest Asset

Reputation of Motorist as a Driver Important Factor in Post-Accident Proceedings—Every Careless Act a Step Toward Indictment—Public's Standard of "Good Driving" Must Be Accepted by Autoist.

By William Ullman

THERE is more to good driving than skill and glory. It is the greatest of the motorist's assets, the point upon which he can rely in event of misfortune.

Just because a motorist is a good driver is no reason to suppose that he is guaranteed against accidents or collisions. The other fellow is frequently to blame and it's to prove this that good driving can be of greatest value.

Every time a motorist gives some evidence that he is an observer of law, order and common sense there is someone to note the fact and pass it along, with gossip's interest, to someone else.

Every time a motorist does the daredevil act there are ten times as many people to form an adverse conclusion and pass it along, with compound interest, to a community that believes in believing the worst.

Quite obviously a motorist is risking the very foundation of his career, his success and his happiness when he bares himself to malicious gossip. No man can ever tell when his future hangs in the balance of his past.

What does your community think of you as a driver? Does the butcher look out to the street and remark, "he'll hit something some day!" Or does he make a mental note of the way you always stop a safe distance behind street cars that are taking on or discharging passengers?

Your community, like the world in general, isn't given to praise, but it remembers!

A motorist who was held on a charge of incompetency, following an accident in which several people were severely injured because his car started to go overboard when a ferry boat was in process of docking, might have been saved a conviction had there been one bit of favorable testimony. But the neighbor who might have helped happened to remember the accident that followed when the motorist forgot to set the emergency when leaving his car on a hill in front of his house; and he naturally preferred to maintain his neutrality.

When you are recognized in your community as a good driver it means this: In event of trouble you will have the benefit of the doubt. "It can't be his fault because he is a good driver," the community reasons. And it testifies accordingly.

When you are recognized as careless, incompetent, unreliable, "smart" or reckless it means that you fight a lone battle even if you are not guilty of what happens. When you show the community that you are looking for trouble far be it from them to doubt your success.

Particularly important is the matter of unreliability, because that affects the majority of drivers. The very good driver and the very poor driver, being extremes, present no difficulty to the community in forming its opinions. But the motorist whose driving is inconstant leads to speculation and frequently to erroneous conclusions, all of which may mean unfortunately unfair testimony in event of accident or collision.

The average driver has fits of driving carelessly, and it is at such times that he may reveal himself as an undesirable driver to the very party who could be most influential in helping him out of a predicament.

It is just possible that the time you cut a corner some police officer happens to make a note of it. In all probability he will be fair to the extent of assuming that you did it unintentionally. But if, after turning this same corner a thousand times in the approved way, you unintentionally cut it and collide with something do you think for a moment that the officer will forget the little instance which he once let pass?

A motorist has to be on his guard all the time. His good driving is the "good will" account in his business of motoring. The stronger this item the better his chances "if trouble comes."

The situation with respect to the inconsistent driver works the other way too. One of the most unfortunate conditions is the acquittal of the driver who ought to be made to take his medicine, for justice as well as his own sake. The public usually shows a decided preference for believing the worst, and accordingly the situation where the guilty driver goes scot free is not so prevalent. But it is none the less dangerous, for it is recognized that undeserved exoneration is an incentive to more serious trouble.

One reckless driver goes a long way toward making motoring unnecessarily hazardous.

Every driver arrives at a point in his experience where he thinks he is pretty clever. "I am justified in taking a few more chances now," he tells himself, "because I'm clever at stopping and my steering is nothing short of skillful." The only trouble with this is that witnesses judge him by average rules, and if the "other fellow" doesn't happen to fit in with the general scheme of things, and there is an accident, the public is likely to testify that the "clever" driver was driving recklessly.

There are thousands of drivers who are safer to ride with at high speed through city streets than millions who creep along in the belief that they are cautious, but the public cannot very well differentiate between the two classes, observing the situation from its particular viewpoint.

Your good driving, therefore, must be to a large extent what the public means by "good;" otherwise public opinion will be against you in event of trouble, whether or not you happen to be responsible.

This fact was brought home rather forcibly to an experienced driver recently in making a quick stop to avoid striking an elderly woman who foolishly stepped in the way of the machine to board a street car. The driver stopped his car skillfully, warned the pedestrian and even signalled to the car behind. But just as he came to a stop he overheard a witness remark. "he was going a pretty fast clip."

Had there been an accident, or a fatality, it is evident that the driver's skill and experience would have meant little, even though he were not to blame. His driving had not impressed onlookers as being "good" in the accepted sense.

Reverse this situation, and give the driver a local reputation for always attending to his business when at the wheel, and the importance of being a good driver is self-evident.

The asset of good driving is more than important. It's necessary!

Motor Truck Service and Costs

By H. B. Shaw, *Director Engineering Experiment Station*

Many people are vitally interested not only in the valuable services of motor truck haulage, but also in the costs and charges for these services. Analysis of motor truck costs is a step in the economics of operation, a general understanding of which will do much for the betterment of the services and the control of costs.

The motor vehicle is the product of the twentieth century, and highway transport has become one of the greatest undertakings in a very short time. The investment in motor vehicles in the United States is about ten billion dollars, which is comparable with the investment in the railroads, yet the improvement of the highways has not kept pace with the use of motor vehicles. It has been estimated that motor cars carry seven times as many passengers as the railroads, with a passenger mileage nearly twice as great. The tonnage carried by motor trucks is estimated as about half that of the railroads and the ton-mileage as about one-fiftieth that of the railroads, for which the haul averages 175 miles, while the haul by truck averages about four miles.

The average receipts of the railroads are less than three cents per passenger-mile and less than one cent per ton-mile, whereas the cost of operation of motor cars is probably five cents per passenger-mile and of motor trucks fifteen or twenty cents per ton-mile. The railroads are essential for long hauls and heavy traffic, and motor trucks are peculiarly suited to and economical for short hauls and less-than-carload freight.

There is evidence that motor trucks save both time and money as compared with rail service on routes from Buffalo, Chicago, Cleveland, Indianapolis and other centers for distances of about fifty miles. By taking the short haul service, motor trucks really relieve the railroads of this high-cost part of their business and reduce the terminal congestion.

Motor trucks and motor buses, some with flanged wheels, have supplemented rail service on a few branch lines, and savings have been effected by using motor trucks to move freight between railroad stations in Cincinnati. The utilization of motor trucks in connection with the railroads promises not only relief to their terminal situation, but also considerable aid in their financial difficulties.

Bankers, manufacturers, contractors, farmers, school supervisors, clergymen, salesmen, doctors, and real estate men have reported that they have gained in personal or business efficiency from 33 to 113 per cent by the use of motor cars; farmers, who own about one-third of all the motor cars, estimate 68 per cent gain in efficiency from their use.

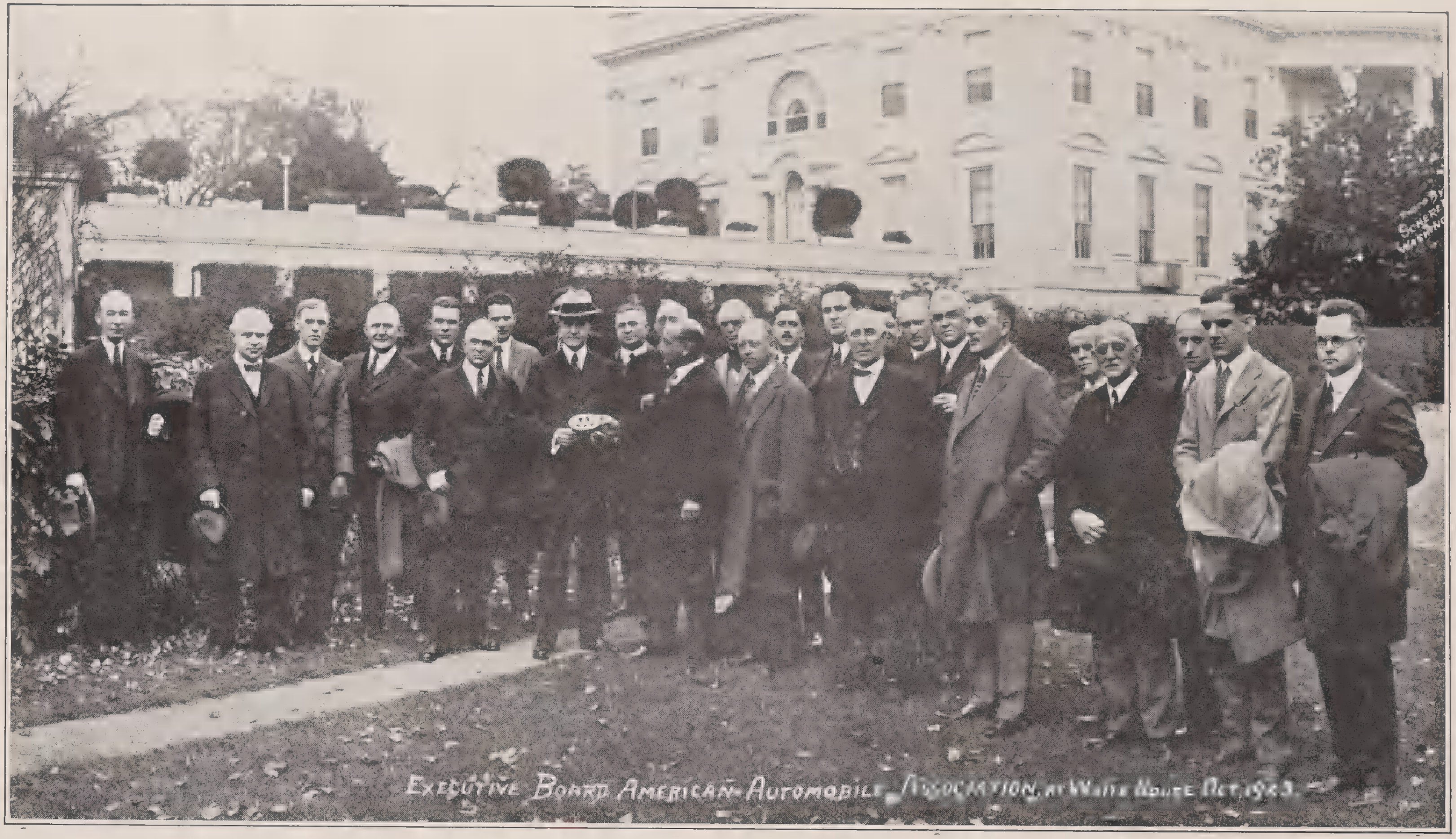
To quote from Bulletin No. 931 of the United State Department of Agriculture, "Corn-Belt Farmers' Experience With Motor Trucks," a majority of these farmer truck-owners "believe that their trucks will prove to be profitable investments." "In the opinion of these men, the principal advantage of a motor truck is in saving time, and the principal disadvantage is 'poor roads.' "

The collection of the products of the farms, the forests, and the mines, and the distribution of goods of all kinds, particularly of food supplies in cities, depends in large measure upon haulage by motor trucks. Express lines are motorized, bus and truck routes have been established, and motor trucks are being used more and more for all kinds of hauling. The motor vehicle has become a most potent factor in modern life, both rural and urban—for example, in making possible the consolidated schools which are doing so much for education in the country. This we can see in North Carolina.

The exceptional development of highway transport and the multiplicity of its services, great as they have been, will doubtless be overshadowed by the greater growth of the future, especially now that an era of systematic selection, construction and maintenance of roads to carry the main highway traffic has been inaugurated through Federal aid and is being carried out by the States with improved highway departments and more highway engineers, and with the guidance of the United States Bureau of Public Roads.

The ever increasing use of motor vehicles has tremendously popularized the improvement of the roads, the states have voted large sums for highways despite the general opposition to increase of taxes. Now attention is centered upon the wise expenditure of funds and the building of the whole undertaking upon enduring principles to the end that the most and the best service shall be secured and that the cost shall be not greater than is commensurate with the service.

Part of the highway, the right-of-way, roadbed and foundations, bridges and culverts, may be made relatively permanent, but even the best of roads must be maintained and in time re-surfaced and even reconstructed. However, with sufficient maintenance the investment in roads will be quite permanent in character, whereas the vehicles depreciate rapidly, even with adequate maintenance, probably to the extent of 20 per cent a year for replacement reserve, or about a billion and a half or two billion dollars a year. Consequently, true economy points to the advisability of increasing the investment in roads, of safeguarding that investment by adequate maintenance, and thus greatly decreasing the operating costs of the vehicles.


EXECUTIVE BOARD AMERICAN-AUTOMOBILE ASSOCIATION, AT WHITE HOUSE OCT. 1923.

Reading from left to right, those present at the presentation ceremony, are: Kane S. Green, Philadelphia; W. Carl Wyatt, Washington; S. Edward Gable, Lancaster; J. Clyde Myton, Harrisburg; Geo. S. Woodward, Los Angeles; Thomas P. Henry, President, A. A. A., Detroit; R. H. Fleming, New Orleans; President Calvin Coolidge, member of the Automobile Club of Springfield, (Mass.); W. H. Loller, Youngstown; Chas. A. Frazer, Springfield, Mass.; W. S. Gilbraith, Detroit; George C. Diehl, Ex-President, A. A. A., Buffalo; Eugene E. Hogle, Philadelphia; W. C. Kirby, Chicago; Dr. H. M. Rowe, Baltimore; M. O. Eldridge, Executive Chairman, A. A. A., Washington; W. W. Chase, New York; Wm. E. Metzger, Detroit; V. D. L. Robinson, Washington; Dr. L. S. Colter, Cincinnati; A. G. Seiler, Washington; Philip O. Deitsch, Baltimore; C. W. Roberts, Greensboro, N. C.

The Eyes of the Man Behind the Wheel

The Largest Factor In the Safety of the Public.

By Dr. C. H. Kaufman, *Optometrist*

WOULD you ride on a train behind an engineer whom you knew was blind? Of course you would not. But even if you did you would be taking far less chances than you would in riding in a motor car driven by the average driver under our present system of issuing "driver's permits." The engineer runs a train on the "Private property" of the Railroad. He has a straight stretch of track on which to run. He has absolutely nothing to do with guiding the wheels of his machine. The public is forbidden to trespass on the right-of-way. Every known precaution, mechanical as well as human, is taken in order that that train is not interfered with. Yet with all these precautions, the engineer is required, periodically, to stand a test of his vision and his color preception.

An Automobile driver in any of our cities, or on our State Highways, has under his control a powerful machine, capable of dealing death and destruction to anything in its path. It is steered from side to side at the will of the driver. It travels strictly on public property, meeting and passing other vehicles; the only precaution to prevent him from having an accident is "the rule of the road" and the traffic policeman at the corners, from whom he must get permission to turn. More people cross the path of this machine in any two city blocks than are seen by a locomotive engineer in his two hundred mile run. And behind the wheel, governing this mighty engine, steering it through traffic jams and around corners, making from fifteen to twenty miles per hour on the streets of the cities and double this speed on the State Highways, sits a man who is **worse than blind**—because he **thinks** that he can see.

Such a case is not a rarity. It is a common occurance. Ask your optometrist, or your occulist, how many times some one has said to them "I just want a pair of glasses for reading—my distance vision is perfect" and how many times they have found, after examination, that the distance vision of the party who said just that is way below normal. The Refractionist will laugh. As a matter of fact that is the story he hears most often, and about one out of four who tell him that very thing, are way below the visual standard that we call normal. These people are honest—every one of them. They **think** that they can see. They have never had anything with which to compare their poor vision. They think that because they can see a large sign across the street that they are seeing as good as they should—but that's why that sign was made large—so that people with defective vision could see it.

It has been proven by carefully made examinations and surveys that about twenty-five per cent of the pupils in our public schools have serious defects of vision. These boys and girls are our future Automobile Drivers. They do not come from any particular class of people but represent our population at large. Therefore we are safe in assuming that twenty-five per cent of those now driving cars have defective vision.

In California a recent survey by the "California League for the Conservation of Vision" of all automobile accidents within a certain period showed that one-half of the parties concerned had defective vision.

Two cars traveling towards each other on a narrow road, each going twenty miles per hour, approach each other at the rate of forty miles per hour. Is there any wonder we have so many accidents and deaths when every fourth driver under these conditions has defective vision.

Honestly, now, don't you believe that the **other fellow** should have his eyes examined before he is given a permit to drive?

MAKE HOTEL RESERVATIONS PROMPTLY FOR SHOW AND ANNUAL MEETING IN CHARLOTTE

Already the Hotels in Charlotte are receiving many requests for reservations for the day of the annual meeting of the Carolina Motor Club, and for the whole week while the Automobile Show is going on.

Reservations should be made direct with the Hotels, and not through the Carolina Motor Club.

The Best in Printing

CRAFTMANSHIP PLUS modern equipment makes ours a truly up-to-date printing plant capable of producing the best there is in printing, whether it be a business card or a catalog.

Scoggin Printing Company
Winston-Salem,
N. C.

USE CONCRETE FOR PERMANENCE

Concrete Roads Add Years to Your Car's Life

Dust, mud and splatter, the rack and strain on the mechanism from bad roads, all cause rapid depreciation from the day you start driving.

Concrete hard-surfaced roads are clean, dustless, even, firm and skid-proof in all kinds of weather. They add years to your car's life—help to keep it at top value for service, exchange or sale.

And remember that Concrete Roads carry the heaviest traffic indefinitely, practically without repairs. The maintenance is built into them.

In every way, Concrete Roads are roads after the motorist's own heart.

Ask your highway officials about Concrete hard-surfaced roads. They know.

Our Booklet R-3 tells other interesting things about Concrete Roads. Write for your copy

PORTLAND CEMENT ASSOCIATION
Hurt Building
ATLANTA, GA.

A National Organization to Improve and Extend the Uses of Concrete

Offices in 27 Other Cities

Auto Suggestions

By WILLIAM ULLMAN.

The discovery that monkeys can be taught good manners is very encouraging. Perhaps in time it will be possible to teach road hogs.

For Safety's Sake.

In the rush of modern traffic it is frequently as essential to be able to get out of the way in a hurry as to stop quickly.

Many drivers place themselves in dangerous positions because they imagine that a stalling engine requires an immediate consultation over the why and the wherefore, regardless of where the car happens to be when the engine gives a last gasp.

The moment the engine stalls, try, if possible, to coast over to a position at the curb.

If the car has no momentum at the time the engine stalls then place the gears in "low" and use the starter motor to pull the machine out of danger. It is well to be thinking about this suggestion when you are crossing railway tracks.

Pointers On Parking.

Leave ample room between the front of your car and the machine ahead when parking, for the man who parks behind you will invariably run his car as close as possible to yours.

If the car is left in a precarious position better use the parking lights even if the local ordinance doesn't require you to do so. If someone ran into your car they wouldn't look you up to tell you the sad news. And if you didn't happen to have collision insurance you would be out of luck.

Did You Know—

That because gasoline evaporates and loses its "pep" while standing a car that is stored for any length of time is quite likely not to start unless encouraged with some fresh fuel?

That if the radiator is filled too full a pint or more of water will syphon out through the overflow pipe after the engine has warmed up?

Nickel Trimmings.

The present fad for nickel trimmings is a pretty one but unfortunate, because nickel requires attention and the modern driver hasn't hardly time to buy his gas. A few trimmings well polished will very shortly be found to be preferable to a mass of them gone rusty.

Worth Remembering.

Never attempt to pass another car on the highway until you have first made certain that the car behind isn't trying to pass you at the same time. Many a driver has turned over to the left side of the road preparatory to passing a car ahead only to be sideswiped by the car behind which gave no warning of its intention.

Did You Ever—

Need grease for the clutch throwout collar or the universal joints while traveling and find that you haven't any grease with you? Unscrew the front wheel hub caps and use some of the grease which should be in them.

Find that your brakes do not hold well after traveling a long distance over dusty roads? Drive into the next garage where you buy gas and try wetting the brake lining with the washstand hose.

Facts and Figures.

Some idea of the extent of deliberate destruction of motor cars by fire for the purpose of making fraudulent claims against insurers can be formed from the fact that during 1922 in the State of Connecticut about 90 per cent of the 800 cars valued at $1,120,000 and burned were illegitimate losses.

Traffic Tricks.

When cars have stopped at a crossing ahead coast along and take it easy. Sometimes you reach the crossing just in time to start off with them, thus saving your brakes, your gears and your gas. Incidentally you save your temper for more important use.

When it appears that the car cannot be brought to a stop in time to avoid hitting the back of the car ahead do not try to turn off to the right or the left if there is other traffic around you. By running straight into the vehicle ahead the bumper has an opportunity to protect your car and you do not run the risk of involving other cars in the collision.

Pure Water.

Even a novice knows that radiators, piping, jackets, etc., are injured and made inefficient through incrustations resulting from mineral substances inherent in all of nature's aqua pura products, save, perhaps, rain water. The only safe thing to use therefore is distilled water. This is not always obtainable, but few indeed are the places nowadays where artificial ice cannot be found. That's the answer; melt the ice and you have the purest possible water.

How About Your Own?

If there's one thing that's bound to catch the eye of any driver, no matter how unobserving otherwise, it's a wabbling hind wheel of a car ahead or the crippled front "roller" of a machine approaching. All who witness these premonitions of danger prophesy trouble ahead for the owner.

But the owner seldom learns the truth about the condition of his own wheels because he is busy speculating about the crooked courses the wheels of passing cars are taking. Car owners who feel that the wheels are of some account make it a rule occasionally to jack up each wheel in turn and spin it.

Believe It Or Not.

Don't attempt to save money by being niggardly in your expenditures for legitimate upkeep, equipment or overhauling. Better your money go for these than that it be given to doctors, lawyers and perhaps undertakers, because of your saving propensities.

Children are the Cause of Many Automobile Accidents

Carolina Motor Club Work For Preventing Accidents Among Children Receives Hearty Approval

Little Mary Emily Boney First to Write.

To save the lives of children and at the same time prevent automobile accidents is one work the Carolina Motor Club is now entering upon. In the January issue of Carolina Motorist there was an article calling attention to an offer of this organization to furnish a slip with a very effective story on it, these slips were offered free for distribution to all school children. To children who write the Club that they have read the slip and won't play in the streets, a pencil is being sent.

It wasn't a School Superintendent who made the first request, but a Physician, Dr. R. C. Williams of Wallace, read the story and assumed the responsibility of seeing that the slips were distributed to school children of his town.

From Mary Emily Boney of Wallace the first letter was received, and it reads as follows:

"I have read your accident prevention slip and I promise never to play in the streets. I will also warn others." This is exactly what the club wants, and we believe that many accidents will be prevented as a result of this work.

In writing on the Club work, Dr. R. C. Williams has the following to say:

Gentlemen:

In your January issue I see your offer to school Superintendents and Teachers: "Boys and Girls, Help Prevent Accidents." I will appreciate 250 to 500 copies of this little story to put in the hands of the school children of my town. In the past few months during my practice have had the occasion of attending several serious accidents caused by automobiles of which the majority were children crossing streets or playing on the Highways. Nine times out of ten it is fault of the child not taking time to think where he is going, never regarding the approaching automobile. The great increase in automobile traffic is a serious circumstance for the careless child. It is our duty to do all in our power to educate them of the great danger. This little story is an excellent method to bring it into their minds.

In being a member of the Carolina Motor Club since about August, 1923, I wish to say that I have received great benefits and valuable information that I could not have received if I had not been a member. You are giving the Motorists of North Carolina a great service. Hoping the Club great success in 1924, I am

Yours very truly,
(Signed): R. C WILLIAMS, M. D.

LAMBERT
"TRUBLPRUF"
TIRES

END TIRE TROUBLE

The need for dependable tire equipment has been felt since the perfection of the automobile. Motors, ignition systems and other important units have been developed to a high degree of reliability. It is claimed that today, nine out of every ten delays on the road or in the garage are caused by tire trouble.

Lambert "TRUBLPRUFS" answer this need for dependable tire equipment. The driver of a machine operating on Lamberts never stops to inflate Tires, patch a tube or put on a spare. "TRUBLPRUFS" cannot puncture, blow-out or rim cut. They completely end tire trouble in a practical way and give thusands of uninterrupted miles of service.

"TRUBLPRUFS" also insure easy riding and protection from destructive jolts. The resilient rubber of which they are made together with their design enables them to absorb road shocks as fully as air tires. Write for dealers proposition. Territory is going fast.

TRUBLPRUF TIRE CO., Greensboro, N. C.
State Distributors.

Manufactured by LAMBERT TIRE & RUBBER COMPANY, Akron, Ohio.

CAROLINA MOTOR CLUB
OFFICIAL
GARAGE
AAA
CERTIFIED SERVICE

(Town, Name, Hours for Service, Phones—Day and Night, in order.)
Asheville—Weaver Motor Co.—8 A. M.-7 P. M.—2211-840-L-3.
Asheville—Cazel Auto Service Co.—12 A. M.-12 P. M.—358-358.
Albermarle—Autea-Wolft Motor Co.—All Hours—126-126.
Asheboro—Highway Service Station—All Hours—142-27.
Black Creek—Aycock Auto Co.—4003.
Blowing Rock—Service Garage—All Hours.
Brevard—McCrary Motor Co.—6 A. M.-12 P. M.—198.
Bryson City—Sandidge Motor Co.—All Hours—82-2.
Burlington—Midway Auto Co.—7 A. M.-8 P. M.—J-812.
Burlington—Front Street Service Station—6 A. M.-12 P. M.—241.
Chadbourn— D. R. Connors Garage—7 A. M.-6P. M.—2 Rings; 3 Rings.
Charlotte—Auto Inn—All Hours—24-24.
Charlotte—Rust Motor Co.—7:30 A. M.-6 P. M.—218 (Studebaker service only.)
Charlotte—Bradshaw Auto Service Co.—Never Close—1653-1653.
Concord—Cabarrus Motor Co.—6 A. M.-11 P. M.—400-132-L.
Danville, Va.—Automotive Service Co.—7 A M.-12 P. M.—45-11.
Dillon, S. C.—Anderson & Covington Garage—7 A. M.-12 P. M. 54.
Dunn—Z. V. Snipes Garage—6: 30 A. M.-10:00 P. M.—24-168.
Durham—Durham Motor Car Co. 7 A. M.-9 P. M.—410.
Elm City—Braswell Motor Car Co.—All Hours—237.
Enfield—Thos. E. Marshall—7 A. M.-8 P. M.—262-211J.
Fairmont—Webster Motor Co.—7 A. M.-8 P. M.—39-24-23.
Franklinville—Franklinville Motor Co.—All Hours—95-95.
Fuquay Springs—H. H. Sessoms Garage—7:30 A. M.-6:30 P. M.
Fayetteville—Universal Garage Co.—7 A. M.-6 P. M.—186-187.
Fayetteville—Lewis Motor Co.—All Hours—1082. (Dodge Service only.)
Fayetteville—J & N Motor Co.—7 A. M.-6 P. M.—75-75.
Franklin—Porter Motor Co.—7 A. M.-9 P. M. 45-45.
Gastonia—Red Lion Service Co.—7 A. M.-10 P. M.
Gastonia—Craig Chevrolet Co.—7 A. M.-7 P. M.—918-918.
Goldsboro—Harris Motor Co.—7 A. M.-10 P. M.—838-482.
Goldsboro—Standard Motor Co.—7 A. M.-6 P. M.—872 Lincoln-Fords only.
Graham—Moon Motor Co.—7 A. M.-10:30 P. M.—558J-558J.
Greensboro—Greensboro Motor Car Co.—7 A. M.-6 P. M.—2500-1020W (Buick Service only.)
Greensboro—Boren & Swaim Service Stations (Gasoline and oil service only.)—7 A. M.-10 P. M.—51.
Greensboro—Guilford Motor Car Co.—7 A. M.-12 P. M. for storage—8 A. M.-6:30 P. M.—166-166. (Franklin and Nash service only.)
Greensboro—Coble & Starr Motor Co.—7 A. M.-10 P. M.—678-684.
Greensboro—Mebane Motor Co.—(Dodge service only)—7;30 A M.-6 P. M.—2351-2351.
Greensboro—Thos. C. Hunt, Inc.—8 A. M.-6 P. M.—260-227-J. (Packard service only.)
Greensboro—Winder Oil Co.—6 A. M.-12:30 P. M.—2605-2605.
Greensboro—Armfield Motor Co.—All Hours—1918.
Greensboro—Arcade Service Station—All Hours—3428.
Greensboro—Ashboro Street Garage—6:30 A. M.-10:30 P. M.
Greenville, N. C.—Sugg Motor Co.—7:30 A. M.-9 P. M.—429.
Hamlet—Seaboard Filling Station—7 A. M.-10 P. M.—143.
Hamlet—Auto Inn—6 A. M.-10 P. M.—71W-71W.
Henderson—Stevenson Motor Service Co.—8 A. M.-9 P. M.—125.
Hendersonville—R R Motor Co.—7 A. M.-12 P. M.—27.
Hickory—Hickory Motor Corporation—6 A. M.-11 P. M.—405-24.
High Point—White Way Motor Co.—7:30 A. M.-10 P. M.—393.
High Point—Sheraton Garage—All Hours, Close Sunday 9.30-1 P. M.—2485-2485. (Open for Road Service 7 A. M.-6 P. M.
Hillsboro—Orange Motor Co.—7 A. M.-6:30 P. M.—98-110.
Jamestown—Jamestown Motor Co.—7 A. M.-10 P. M.—5321-5321.
Kannapolis—R. M. Housel Garage—6:30 A. M.-9 P. M.—33-133-150.
Kinston—Kinston Garage, Inc.—6.30 A. M.-10.30 P M.—414.
Laurel Hill—Pate Overland Co.—7 A. M.-6 P. M.—3911-3905.
Laurenburg—McNair Automotive Co.—7 A. M.-6 P. M.—303.
Lenoir—Merrit Motor Co.—Phone 52.
Lexington—Gray Motor Co.—All Hours—353.
Liberty—Smith Motor Co.—7 A. M.-6 P. M.—75.
Lincolnton—Hinsons Garage—7 A. M.-10 P. M.—291-296.
Louisburg—Beck's Garage—7:30 A. M.-11:30 P. M.—311-46.
Lumberton—Townsend Motor Co.—7 A. M.-6 P. M.—196-154.
Madison—Rockingham Auto Co.—7 A. M.-7:30 P. M.—45.
Marshville—Marshville Motor Co.—7 A. M.-9 P. M.—154.
Maxton—Wilbarn Service Co.—7 A. M.-9 P. M.—215.
Mebane—James Warren Motor Co.—9 A. M.-6 P. M.—100-100.
Mebane—Elkins Motor Co.—7 A. M.-6 P. M.—134-91.
Monroe—Monroe Motor Co.—7 A. M.-7 P. M.—599.
Mebane—Mebane Auto Co.—6 A. M.-9 P. M.—97-97.
Morehead City—Service Garage—7 A. M.-6 P. M.—1J-10-J.
Morehead City—Morehead City Garage—6 A. M.-6 P. M.—100-122J.
Morganton—Erwin Bolton Motor Co.—7 A. M.-6 P. M.—112.
Mt. Olive—J. L. Hatchers Garage—7:30 A. M.-10 P. M.—32-133.
New Bern—Automotive Service Co.—7 A. M.-12 P. M.—866-868.
Mt. Airy—General Motor Co.—6 A. M.-6 P. M.—42.
Nashville—Wheeless Motor Co.—6 A. M.-10 P. M.—68-96J.
New Bern—Willis Motor Co.—7 A. M.-8 P. M.—287-794.
New Bern, N. C.—Service Motor Co.—7 A. M.-12 P. M.—600-93.
Newton, N. C.—City Service Station—7 A. M.-9 P. M.—197-141.
North Wilkesboro—W. W. Call Motor Co.—7 A. M.-6 P. M.—238.
Oxford—Crenshaw Motor Co.—7 A. M.-6 P. M.—1635.
Oxford—Granville Motor Co.—6:45 A. M.-6 P. M.—90-1R.
Pinnacle—Pinnacle Motor Co.—7 A. M.-10 P. M.
Ramseur—Moore Motor Co.—7 A. M.-7 P. M.—116-5.
Randleman—Randleman Motor Co.—7 A. M.-7 P. M.—97-85.
Roanoke Rapids—Joyner Motor Co.—7 A. M.-6 P. M.—226.
Rockingham—Jenkins Buick Garage—7 A. M.-11:15 P. M.—341.
Raleigh—Motor Service Co.—6 A. M.-10 P. M.—777.
Raleigh—Franklin Auto Sales Co.—7:30 A. M.-6 P. M.—715-715. (Franklin service only.)
Raleigh—Sugg Motor Co.
Raleigh—Phinney Sales Co.—8 A. M.-5:30 P. M.—2065.
Reidsville—Square Motor Co.—7 A. M.-6 P. M.—357.
Rockingham—Jenkins Buick Co.
Rocky Mount—Edwards Cutchin Motor Co.—All Hours—362-362.
Roxboro—Crowell Auto Co.—7 A. M.-8 P. M.—77.
Smithfield—Sanders Motor Co.—6 A. M.-11 P. M.—168-7406.
Salisbury—Cal Cutting Motor Service Co.—7 A. M.-9 P. M.—441.
Salisbury—Motor Tire&Service Co.—7 A. M.-10 P. M.—456W.
Sanford—Hanner Motor Co.—7 A. M.-6 P. M.—200.
Shelby—Thompson Higgins Motor Co.—All Hours—517-129.
Snow Hill—Moye Motor Co.—6 A. M.-10 P. M.—11J-11W.
Southern Pines—Davis Motor Co.—7 A. M.-11 P. M.
Southern Pines—Federal Service Station—7 A. M.-12 P. M.—308.
Spartanburg, S. C.—Magnolia Oil Co.—6:30 A. M.-12 P. M.—1486-1486.
Statesville—Yount Motor Co.—7 A. M.-8 P. M.—41.
St. Pauls—Auto Supply Co.—7 A. M.-7:30 P. M.—54.
Sylva—J. S. Higdon's Garage—7 A. M.-7:30 P. M.—1.
Summerfield—Square Motor Co.—7 A. M.-9 P. M.—262-211J.
Starr, N. C.—Seward Garage—7 A. M.-6 P. M.
Thomasville—Motor Service Co.—7 A. M.-9 P. M.—368.
Tarboro—Corbett Bros. Garage—7 A. M.-6 P. M.—49.
Wallace—Wallace Motor Co.—7 A. M.-8 P. M.
Warsaw—Thomas Motor Co.—7 A. M.-6 P. M.—53.
Waynesville—Swift Motor Co.—7 A. M.-6 P. M.—176.
Washington—Claude L. Carrow Garage—7 A. M.-6 P. M.—330.
Weldon—Bounds Motor Co.—7 A. M.-9 P. M.—207-226.
Wilmington—MacMillan & Cameron—All Hours—15-15.
Wilmington—McMillan & Marshburn—7:30 A. M.-7 P. M.—52-1417L-2.
Wilson—Ruffin Filling Station—All Hours—912-626-478-1300.
Winston-Salem—Ideal Motor & Equipment Co.—All Hours—103-107.
Warrenton—Roy Davis Garage—7 A. M.-9 P. M.—60-143J.
Williamston—B. R. Barnhill Garage—7 A. M.-7 P. M.—201-158.
Wilmington—McMillan Garage Co.—All Hours—250-250.

HOW TO OBTAIN EMERGENCY ROAD SERVICE

Do not fail to carry your membership card. No service will be given unless you have it with you when asking for aid. When you require Emergency Service, telephone nearest Official Garage listed.

Furnish the Official Garage with the information which is on your membership card.

Our nearest Official Garage will immediately send a mechanic to your aid; he will either start your car in thirty minutes so you can proceed under your own power or will tow you to our nearest Official Service Station, without expense to you.

Should you wish your car towed to any other than our nearest Service Station, you must bear the expense after leaving said station.

Your Club is not in the repair business. We only render Emergency Service and agree to do one of two things: Start you under your own power or tow your car to safety. We do not supply parts or accessories of any kind.

If your car is wrecked or disabled so it cannot operate under its own power; if there are broken parts or mechanical defects that cannot be repaired at the roadside within a half hour, our Service man will immediately tow your car to our nearest service station. When it arrives there, our responsibility ceases and you are at liberty to have your car repaired by whomsoever you wish.

In case of a puncture, our Service man will change your tires for you if you have a spare one, or he will put in [illegible] spare inner tube and inflate it. In no event will they repair punctures except at the expense of the member.

If the car can operate under its own power, without damage to itself, you are not entitled to our service. You must take [illegible] to a garage and arrange for its repair at your own expense.

Free Emergency Road Service is rendered to [illegible] distance of five (5) miles only, and a limit of thirty (30) minutes free work after reaching the car. Distance and time in excess will be paid for by the member.

Should you require gasoline, our Service men will bring you one gallon to enable you to proceed to a gas station. The member pays for the gas, the service being free.

As the name indicates, this is EMERGENCY ROAD SERVICE and no service of any kind will be rendered in a private or public garage.

The Club requests that you do not tip our Service men [illegible] they are paid by us in every case commensurate with service rendered.

In the case of a wreck where the car is insured, the member must pay the Service Garage for the tow as the insurance company will reimburse him for this.

Official Service Garages

All Service Stations used by the Club in rendering you aid are under a bond to the Club guaranteeing to our members preferred gate any lack of service on the part of our Official Service Garages service. We will appreciate information and will carefully investi- or discourtesy on the part of their employees.

In Charlotte "It's" **The Central Cafeteria** *Reasonable Prices* *Best Foods*

"On the Square"

THE CENTRAL CAFETERIA IS RECOGNIZED THE BEST IN THE CAROLINAS.

Central Hotel Bldg. Charlotte, N. C.

Blowouts from a Roundabout

The two students yawned.

"What shall we do tonight?" said one.

"I'll toss a coin for it," his chum replied. "If it's heads we'll go to the theatre; if its tails we'll call on Nan and Bess; and if it stands on edge we'll study."—Tit-Bits.

Mistress (engaging maid): "Two things I insist on—truthfulness and obedience."

Maid: "Oh, yes—and when you tell me to tell a visitor you're out when you're in—which is it to be?"—London Opinion.

Difficult Customer: "Haven't you anything else to show me"

Exasperated Modiste: "Only your unpaid account of last year, madam!"—Punch.

Society Woman: 'Did you tell Cook I was going to help her today?"

Maid: "Yes, ma'am. And she said would you mind making it another day, because she's very busy."—Punch.

"And are you able to give my daughter everything she wants?"

"Absolutely. Why, Mable will tell you herself that she wants nothing but me."—Sydney Bulletin.

A negro went fishing. He hooked a big catfish, which pulled him overboard. As he crawled back into the boat, he said, philosophically, "What I wanna know is dis Is dis niggah fishin,' or is dis fish niggerin'?"—Tatler.

"I went down to Major Pepperem's house party last week-end and bah Jove—I was struck by the beauty of the place."

Oh,—so you tried to kiss her, too!"—Punch.

OFFICIAL CAROLINA MOTOR CLUB HOTELS AND INFORMATION STATIONS

Asheville	Grove Park Inn
Asheville	Battery Park Hotel
Albemarle	Central Hotel
Blowing Rock	Mayview Manor
Charlotte	Selwyn Hotel
Chimney Rock	Mountain View Inn
Danville	Leeland Hotel
Durham	Malbourne Hotel
Franklin	Frank T. Smith, Druggist
Goldsboro	Kennon Hotel
Greenville	Pitt County Chamber of Commerce
Greensboro	Chamber of Commerce
Greensboro	O'Henry Hotel
Henderson	Vance Hotel
Hickory	Hotel Huffrey
Kinston	Hotel Tull
Lake Junaluska	The Southern Assembly
Linville	Eseeola Inn
Morganton	The Caldwell
Mt. Airy	Blue Ridge Hotel
Morehead City	Woodland Hotel
Oxford	Exchange Hotel
Raleigh	Yarborough Hotel
Raleigh	Bland Hotel
Rutherfordton	Iso-Thermal Hotel
Spartanburg	Cleveland Hotel
Shelby	Cleveland Springs Hotel
Southern Pines	Southern Pines Chamber of Commerce
Washington	Hotel Louise
Waynesville	Alexander Drug Store
Wilson	Cherry Hotel

RIGHT ON YOUR WAY

Going to Asheville.

If en route to Blowing Rock follow No. 10 this far and cut across via Rhodhis to Lenoir.

Visitors Always Welcome

The Howard-Hickory Co.

Nurserymen - - - Landscape Gardeners

On Highway No. 10 and Southern Ry.

HICKORY, N. C.

It's Not a Home 'till it's Planted

It's only just a house until you have some Roses over the porch, Shrubs for the border, and Shade Trees for the lawn. Let our landscape planners help you. Write us. Also send for our new catalog of ornamentals and fruit trees.

J. VAN. LINDLEY NURSERY CO.

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First Class Workmanship
Prompt Service
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Try us one time and you will never have your shoes repaired elsewhere—Parcel post orders given special attention.
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CAROLINA MOTORIST

OFFICIAL PUBLICATION

CAROLINA MOTOR CLUB, INC.

GREENSBORO, N. C.

By the year	$2.00
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SPECIAL MARCH AUTO SHOW NUMBER

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CAROLINA MOTORIST

231 Jefferson Standard Bldg.

Greensboro, N. C.

Enclosed find two dollars ($2.00) for which please send me the CAROLINA MOTORIST FOR ONE YEAR beginning with the special March issue.

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THE MARCH
CAROLINA MOTORIST

WILL BE A SPECIAL

AUTO SHOW NUMBER

AND

ANNIVERSARY ISSUE

The South's Greatest Automobile Show will be held in Charlotte March 3rd to 8th.

The Second Annual meeting of the Carolina Motor Club, Inc. will be held March 6th.

Advertisers will find this special issue of The Carolina Motorist worthy of their liberal patronage.

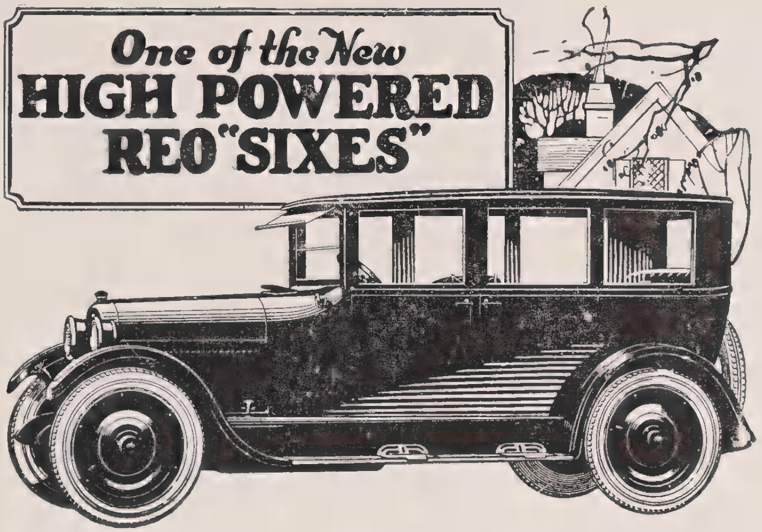
Automobile and Truck owners will find every advertisement and every article with a helpful message.

ADVERTISERS WIRE FOR SPACE RESERVATION

THE CAROLINA MOTORIST

Advertising Department, 231 Jefferson Standard Bldg.,
GREENSBORO, N. C.

One of the New
HIGH POWERED
REO "SIXES"

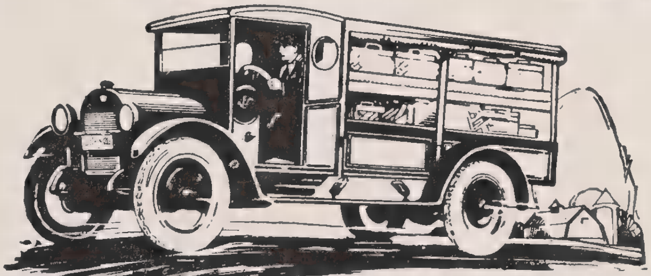


New Sedan Reo $1985 *at Lansing; add tax.*

NEW HIGH POWERED REO "SIXES"

Developed by nineteen years of experience, the 1924 line of Reo high powered six-cylinder passenger cars more forcefully expresses the significance of Reo as "The Gold Standard of Values". Powered with the wonderful Reo 6-cylinder engine, nothing experimental nor untried. With intake valves in head and exhaust valves at side, positive lubrication and cooling systems and unusual accessibility, it provides dependable power for every driving condition. The rugged, powerful chassis is hung lower to the road for easer riding, greater safety and improved appearance, unusual road balance, dual foot control, remarkable braking efficiency and easy steering qualities contribute towards putting safety into motor travel and taking driving fatigue out.

Don't fail to see the new high powered Reo Sixes on display at the auto show in Charlotte March 3rd to 8th and also at our sales rooms at 211-13 North College St.



See the Reo Speed Wagon on display at the Auto Show in Charlotte March 3rd to 8th and at our show rooms rooms 211-13 College Street.

SPEED WAGON

REO

**Chassis Price
$1185**

**Twelve Body Styles
Capacity 500 to
2500 pounds**

DOMINATES THE FIELD OF COMMERCIAL HAULING

Upwards of 100,000 Speed Wagons are supplying faster, safer and cheaper hauling in nearly every line of hauling because of its visible quality, demonstrable efficiency, reliability, comfort, economy and on whatever factor motor truck satisfaction is based, Reo Speed Wagons dominate.

WADSWORTH AND SEHORN CO.

CHARLOTTE *DISTRIBUTORS* NORTH CAROLINA

"When Summer Comes"

ASHEVILLE

VISITORS WILL THRONG THE SUPERB NEW

GEORGE VANDERBILT HOTEL

A Splendid new house

in the heart of Asheville, convenient to business and yet in the very center of things for the foot-loose tourist. Located between Asheville Country Club and Biltmore Forest, it is the ideal headquarters for golf and sight-seeing trips.

To Experienced Travelers

the announcement that the George Vanderbilt is a Foor & Robinson Hotel is a sufficient guarantee of solid comfort, completely satisfactory cuisine, perfect attendance and an atmosphere of refined elegance.

Truly, Knowledge is Power,

and experience in planning, building, furnishing, equipping, manning and operating eight of the very finest of modern hotels has given the Foor & Robinson organization a discriminating foresight that has found its ultimate expression in Asheville's hotel gem, the George Vanderbilt, to be opened in May.

Plan to make

your headquarters at the George Vanderbilt for summer touring in the Blue Ridge. It will be advisable to make reservations early.

THE GEORGE VANDERBILT

Anticipation

is the Foor and Robinson code of service—a service which forces and provides in advance for every last need of the traveler Its result is Hotel Excellence—guest Satisfaction—characteristic of all ten of these

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Good hotels in good towns

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George Washington Hotel
Washington, Pa.

CLEVELAND HOTEL, *Spartanburg, S. C.*

Spartanburg, one of the great textile centers of the Piedmont Plateau, enjoys Foor and Robinson hotel service—the popular Cleveland—a favorite spot for motorists.

CAROLINA MOTORIST

March, 1924 ~ 25 Cents

Auto Show Number

Charlotte
March 3-8

MASTERPIECES

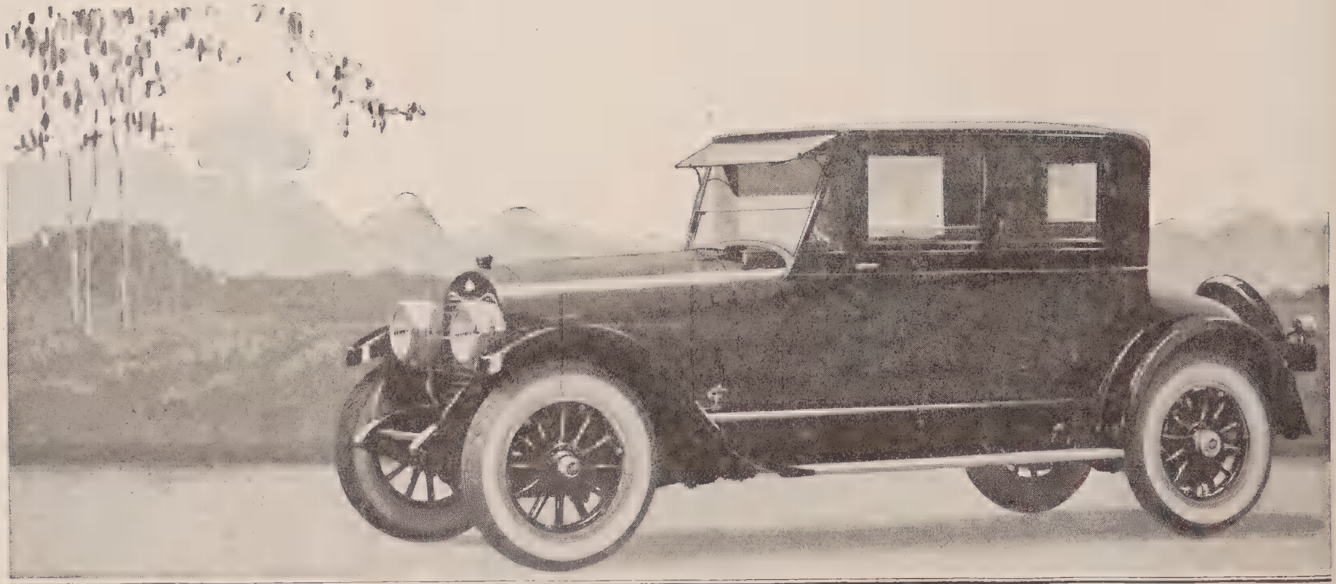
The Arc de Triompe rising 162 feet at the head of the Champs Elysees, Paris; begun by Napoleon in 1806; one of the architectural masterpieces of the world.

Striving to satisfy completely some deep-felt need of his fellow men, the architect has occasionally wedded beauty of line so intimately to useful function that his work stands a masterpiece of the builder's art.

These architectural achievements find their automotive counterpart in the Lincoln. In a comprehensive and fundamental way, this is a useful car. It dispatches every function of the automobile with a brilliance gratifying to the most exacting motorist.

And its beauty is so notable that it becomes, in reality, a factor in utility. The inseparable blending of the two makes the Lincoln an authentic masterpiece.

Ask Any Lincoln Dealer



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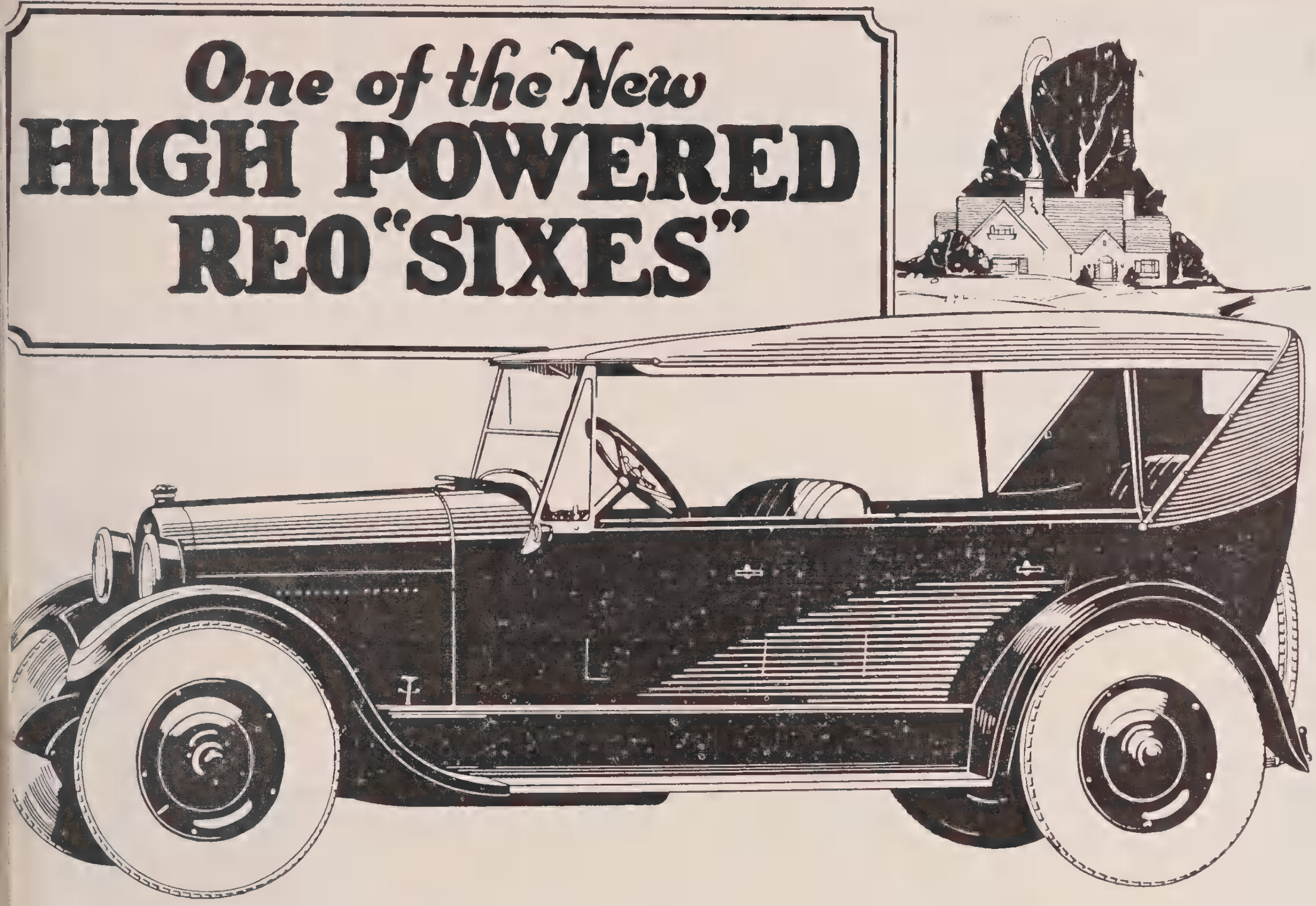
LINCOLN MOTOR COMPANY, DIVISION OF FORD MOTOR COMPANY, DETROIT, MICHIGAN



New Touring Reo, $1335 *At Lansing Add Tax*

BALLOON TIRES AND STEEL DISC WHEELS $135 EXTRA

IT'S LOWER hung---cleaner lined---better balanced. And priced so low that Reo is more definitely "The Gold Standard of Values" than ever.

Open car comfort and convenience were never better expressed. Dual foot control, clean instrument board, large dimensioned seats, integral side wings, clear-visioned side curtains, --- many factors that prove the open car dollar never bought as much.

The rugged six-cylinder engine is cradled in the double frame, as are other major power units. The result is a lower center of gravity, --- greater driving smoothness,---absorbtion of road shocks.

A new rear axle provides universal dependability, accessibility and quietness. And greatly oversized breaks,---15-inch drums with 2½-inch faces,---represent breaking efficiency at its peak point.

WADSWORTH AND SEHORN CO.
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REO
The Gold Standard of Values

REO MOTOR CAR COMPANY
Lansing, Michigan

The Automobile Accident Policy

A Policy Designed to Alleviate the Suffering Caused Each Year by the 15,000 Deaths and 250,000 Injuries in the United States Alone.

IT PAYS—

For any accident occurring while riding in, operating, getting into or out of, being struck by, being thrown from, adjusting or cranking, or by the burning or explosion of an automobile.

$2,500.00	in the event you are killed.
$2,500.00	in the event you lose two limbs.
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$2,500.00	in the event you are permanently paralyzed.
$2,500.00	in the event you are blinded.
$1,250.00	in the event you lose one limb.
$ 833.00	in the event you lose an eye.
$ 625.00	in the event you lose a thumb and index finger of either hand.

$12.50	per week for partial disability for 26 weeks.
$25.00	per week for the entire period of total disability.
$50.00	per week for ten weeks if the attention of a graduate nurse is required, or if you are confined to the hospital.
$100.00	identification expense.

Annual Premium to Men or Women Between the Ages of 15 and 65, $10.00.

Not issued to paid chauffeurs, garage mechanics, automobile salesmen, filling station attendants, policemen, or paid members of the city fire department.

If you are interested in this form of protection fill out the following coupon and mail it today:

Name ____________________

Address ____________________

Occupation ____________________

THE PILOT

PILOT LIFE INSURANCE COMPANY

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Name Changed from Southern Life and Trust Company

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Accessible
Convenient
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SOUTHERN PINES

Its Late Spring
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NOW !

"THE DELIGHT OF SOUTHERN MOTORISTS"

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A convenient day's journey from points in North and South Carolina, Virginia and Tennessee.

Season now open in the Winter Playground of the South.

Golf
Tennis
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Climate
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DELIGHTFULLY accessible, interesting and pleasant—The Rigours of Winter are Unknown in SUNNY SOUTHERN PINES—Where Carolina business men may spend a week-end away from the irksome desk amid the long-leaf pines with golf bag or hunting kit. The SOUTHERN PINES COUNTRY CLUB, with a magnificent new club house just completed, has one of the best and sportiest 27 holes of golf in the entire South, with Emmet French, Professional, in charge.

Numerous hotels and boarding houses, strictly modern in Equipment. Southern Pines entertains no tubercular patients. Winter homes, cottages, bungalows, as well as lots and farm lands for rent and sale.

Illustrated booklet of Southern Pines sent upon application to Secretary, Chamber of Commerce, Southern Pines, N. C.

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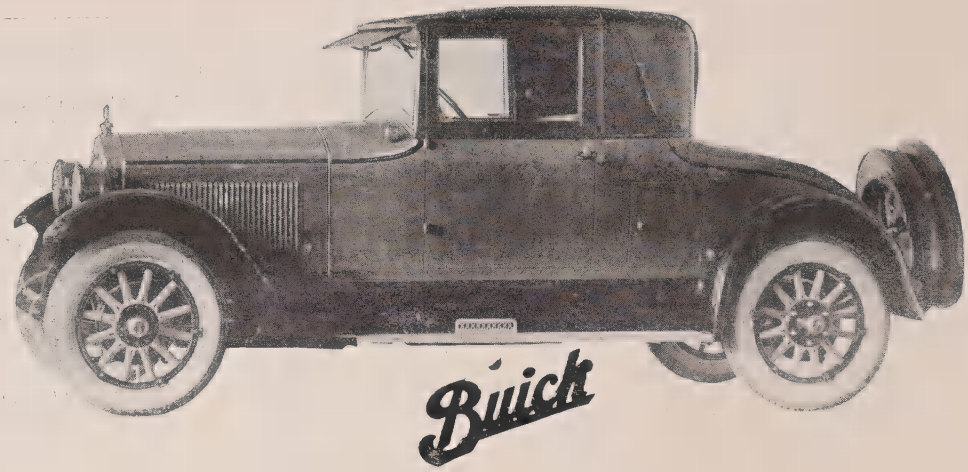
Real Estate
Agents for Weymouth Heights and Knollwood

For Illustrated Descriptive Booklet, Address
Southern Pines Chamber of Commerce
SOUTHERN PINES, N. C.



COUNTRY CLUB SPECIAL

The Sensation at All the National Automobile Shows

BUICK offers in all of its seventeen distinctive models greater possibilities in speed, in power, in flexibility, and gives much more in comfort, in beauty, and in SAFETY.

All models equipped with BUICK four wheel brakes.

For many years past BUICK has been accepted as the

Standard of Comparison

C. C. CODDINGTON, INC.

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IN NORTH AND SOUTH CAROLINA,
CHARLOTTE, N. C.

VALVE-IN-HEAD
Buick

When better automobiles are built, Buick will build them

MOTOR CARS

CAROLINA MOTORIST

Volume 2 GREENSBORO, N. C., March, 1924 Number 5

Everything in Readiness for 4th Annual Carolinas Auto Show at Charlotte March 3rd to 8th

THE 4th Annual Carolinas Automobile Show opens March 3rd in the big Park Avenue warehouse, where each fall the Made-In-Carolinas Exposition is held, and will run from March 3rd to March 8th, inclusive.

To one who has never attended one of these Auto Shows in Charlotte the fact should be brought home that in no sense of the word is the show at Charlotte a purely local affair, nor is it in any sense of the word a small-town affair. Without fear of exaggerating we might say there is more money spent in staging the Charlotte Show than any show in the entire South, with the possible exception of one other.

For instance, in years gone by decorations alone have cost as much as $6,000, and such bands as Arther Pryor's costing $5,000 to $7,000, and such artists as Barbara Maurrell and Marion Harris, of Victor Record fame, will give an idea of the high standard which has been set and maintained in the three former shows.

This year Pat Conway and his band from the Steel Pier at Atlantic City will play afternoon and evening, and Vorah Verba, soprano soloist, will sing. In addition to this Victor favorite, the Goodfellows octette, headed by Miss Gertrude Gower, soprano, will sing the first half of the week and the Carolinas Concert Club, which has just come back from a very successful tour, the last half of the week.

There have been sold 104 spaces, and this wasn't enough to satisfy the unusual demand for space this year at the show. This bears out the general opinion that 1924 will be the best year for the automobile buyer either in a long time past or for a long time to come. This is due to the generally prosperous condition of the Carolinas, and also because of the vastly improved features of some of the new models offered.

In 1923 the automobile factories of this country turned out more than 4,000,000 cars. The factory schedules for 1924 already announced provide for making more than 5,000,000 new cars. Two manufacturers alone plan to build between them, 3,800,000 cars.

At the Charlotte Show something like thirty different makes of passenger cars will be exhibited by twenty-one dealers. Cars to be exhibited range in price from the Ford at $295 to the Pierce Arrow at $9,000. Sedans, about which there is the keenest interest and which within a very few years promise to become the standard, thereby replacing the touring car of the present day, ranging from $795 to $6,500 will be shown. The four-wheel brake will be in evidence a plenty, and it is really remarkable to see the ingenuity used in working out this latest innovation of the automobile world.

Balloon tires is another 1924 sensation. For quite a while automobile owners have been in the habit of disregarding the automobile builders' instructions as to tire inflation, preferring to run their tires a little soft for the sake of greater comfort than to have them endure a few hundred miles more, and it is this fact that lends the big, puffy, soft casing particular interest to the user now that the balloon tire has made its debut on the market. Balloon tires are therefore assured to be one of the conspicious features at the show, appearing on many cars for exhibition purpose as the means of testing the public reaction to their appearance.

The two big days at the show will be Dealers Day on March 5th and the second annual meeting of the Carolina Motor Club on March 6th. On Dealers Day, Mr. Vane, one of the best known automobile men in the country, will come to talk to the members of the Carolinas Automotive Trade Association, which will hold its annual meeting at that time. In addition to this big meeting, most of the automobile distributors will have their own dealers in during the week.

All in all the 1924 show in Charlotte promises in every respect to out-distance any automobile show in the Southeast.

Fourth Annual Carolinas Auto Show to be Bigger and Better Than Ever Before

By J. G. FITZSIMMONS, *Chairman of Publicity,* Carolinas Auto Show, Charlotte, N. C.

SEVERAL hundred dealers in motor cars, trucks and accessories, members of the Carolina Automotive Trade Association, are expected to attend the meeting of the association which will be held Wednesday, March 6, in connection with the fourth annual Carolinas Auto Show, which opens March 3 and continues through the week. Lee A. Folger, of Charlotte, is president of the two-state association.

In addition to affording the visiting dealers an opportunity to visit the Auto Show, a number of addresses by widely known men in the automotive industry will be heard at the sessions of the association. The principal address of the day will be delivered by General Manager Vane, of the National Automobile Dealers' Association, whose home is at St. Louis, Mo. Other high officials of the national association are expected to accompany Mr. Vane.

Wednesday of Auto Show Week is designated on the show program as Dealers' Day and eight of the important distributors have requested their dealers in the Carolinas to attend sales conferences in this city that day. More than 500 dealers received calls to these conferences, according to the estimate of show officials.

The following day, March 6, is the date for the annual meeting of the Carolina Motor Club which includes in its membership several thousand automobile owners of the two states. That day has been designated by the show management as Automobile Owners' Day. The sessions of the club will be devoted largely to discussion of a number of subjects of importance to motor car owners, including taxes, traffic laws and highway development.

Over thirty exhibitors will have on display the very latest model cars ranging from the least expensive runabouts to the most costly limousines. Here the prospective buyer may find a model to suit his or her individual fancy and purpose, with a complete assortment of the newest creations of the motor world.

Contract has been awarded for the placing of the decorations in the Carolina Exposition building, in preparation for the fourth annual Carolinas Auto Show, which will be held March 3rd to 8th, according to Show Manager Osmond Barringer. The decorative scheme calls for work not hitherto attempted by the Charlotte Automotive Trade Association, which is sponsoring the show, it was explained. The Association spent $6,000 on the first show four years ago. The general show committee has allowed this year an appropriation which will insure decorations in keeping with the elaborate scale in all other respects on which the show is being prompted.

The decorations provided for will be permanent in nature, and will supplement and harmonize with those already i place. The plan calls for the division of the lon building into sections by lattice work, which will create vistas affording the decorators full opportunity to work out the beauty of their ideas. Divisional partitions of lattice work, separating the various exhibits, will taper down, from the side walls and center of the building, to the floor at the isles. The partitions will be elaborately decorated and, as a result of the division, each exhibitor will have opportunity to express individuality in decorations with a minimized possibility of clashing with the scheme of an exhibitor alongside. Show Manager Barringer sai the work of preparing the building for the show wil be undertaken February 20, and should be complete within a week. The committees charged with th various details connected with preparations for th show have completed their plans and, with few exceptions, have executed them.

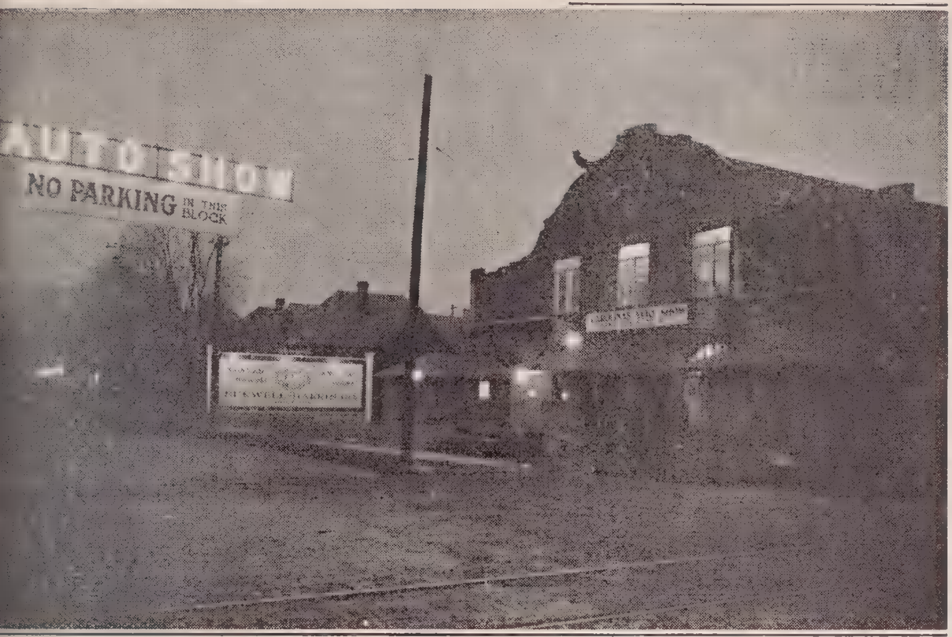
PROGRAM

March 3rd:	Show opens 8:00 P.M.
March 4th:	Show opens from 1:30 to 10:30 P.M.
March 5th:	Dealers Day. Open from 1:30 to 10:30 P.M.
March 6th:	Carolina Motor Club Day Open from 1:30 to 10:30 P.M.
March 7th:	Open from 1:30 to 10:30 P.M.
March 8th:	Open from 1:30 to 10:30 P.M.

Entertainment afternoon and evenings throughout entire week by Pat Conway's Band of Atlantic City, New Jersey, assisted by Miss Vorah Verba, Soprano Soloist.

During first three days Miss Gertrude Gower, Soprano, and the Goodfellows Octette will sing afternoons and evenings.

During last three days Carolinas Concert Club will sing afternoons and evenings.



Show Building and Men Behind the Show.

Carolina Exposition Building, where Show will be held.

T. M. Glasgow, President Charlotte Automobile Trade Ass'n. upper right hand corner.

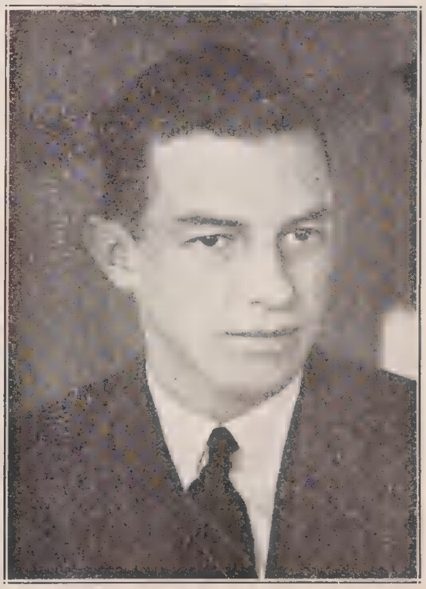
Left center: L. A. Folger, Central Committee.

Right center: J. P. Harris, Chairman Entertainment Committee

Lower left: C. L. Edwards, Chairman Space Committee.

Lower center: H. L. McClaren, Central Committee.

Jas. G. Fitzsimmons, Central Committee; Chairman Advertising Committee.



Carolina Motor Club Inc., Annual Meeting Charlotte March 6th, 1 o'Clock

Directors and Electing Members Meet Ten O'Clock Same Day—Club Has Made Great Progress and Accomplished Much.

Thomas P. Henry, *President, American Automobile Asso., Detroit, Mich.*

C. C. Armstrong, ***President Carolina Motor Club***

Everything is in readiness for the second annual meeting of the Carolina Motor Club to be held at Charlotte March 6th at 10 o'clock at the Chamber of Commerce at lunch.

President Thos. P. Henry of the American Automobile Association, a resident of Detroit, Mich., will make the principal address at this meeting.

Robert R. Reynolds, who recently made a trip around the world in an automobile on which he had a Carolina Motor Club emblem, will make an address on his great trip.

Mr. Henry will have a message of great interest to the people of the Carolinas. As President of the American Automobile Association he has placed that organization in the forefront as one of the great organizations of this country.

Robert Reynolds is an enthusiastic member of the Carolina Motor Club, he believes in its future. He is a real motorist, having motored more than probably any other member.

"A trip around the world in an automobile" is the title of a motion picture made by Mr. Reynolds and loaned by him for use of the Carolina Motor Club. This picture will be shown during the week of the Automobile Show in Charlotte.

President C. C. Armstrong of Gastonia, has given much of his time to the work of the Carolina Motor Club during the past year, and he sees ahead of the Club a great opportunity for service to the car owners of the Carolinas.

The Carolina Motor Club is a business organization devoting its entire resources to the bettering of conditions for motorists in the Carolinas. A members' club, not carried on for profit. The present officers of the Club are as follows:

C. C. Armstrong, Gastonia, N. C., President; J. E. Sirrine, Greenville, S. C., 1st Vice-President; H. W. Plummer, Asheville, N. C., 2nd Vice-President; John L. Dabbs, Charlotte, N. C., 3rd Vice-President; Baxter Durham, Raleigh, N. C., 4th Vice-President; C. W. Roberts, Greensboro, N. C., Active Vice-President; Waldo Porter, Greensboro, Treasurer: W. H. Evans, Greensboro, N. C., Assistant Manager.

Reservations for the annual meeting should be made immediately by writing the Charlotte office at No. 402 S. Tryon Street.

As a non-profit organization the club is in position to render a real service to the motorist of the Carolinas. On an average of a thousand calls a month for road information and service is the record of the Carolina Motor Club for several months past, and the club has on file at the headquarters office hundreds of letters from enthusiastic members and motorists commending the excellence of the service rendered, and accuracy of routings and information given out. To give a real service to the motorists of the Carolinas, that takes all the inconvenience out of owning and driving a car, and to at all times protect them from unjust legislation, and unfair methods, is the constant aim of the Carolina Motor Club.

Our official service stations in more than one hundred and fifty towns in the Carolinas, are at your service day and night and you are assured of courteous treatment.

Carolina Auto Show Promises Surprises in Refinements, Upkeep and Price

Motorists, Believing Maximum in Perfection, Comfort and Beauty Has Been Reached, Are in For a Thrill.

Each year motor-car owners feel that the maximum in mechanical perfection, comfort and beauty of lines of the motor car has been reached. They feel that surely the price has been stabilized. Many may be dubious as to what really new features can be offered them at the Charlotte Auto Show which will be held in the Carolina Exposition Building on Park Avenue at Charlotte, N. C., March 3rd to 8th.

OSMOND BARRINGER
Show Manager.

Those who go to the show in this frame of mind are in for the surprise of their lives. During the past year, automotive engineers have been at work in their experimental shops relentlessly searching for new improvements and refinements and seeking to build into the cars longer service and better performance. While it is true that all of the manufacturers are not disclosing their whole "bag of tricks" for 1924 models at the Automobile shows, the surprises which will be sprung at these shows will amply justify the pilgrimage of any motorist who desires to keep abreast the times in the way of automotive improvements, to the Charlotte Show.

Notwithstanding the fact that the automobile is one of the few manufactured products sold today at less than pre-war prices, price reduction, in addition to offering a greater value, has been ordered on new models of several well-known makes exhibited at the shows.

The space utilized for the Charlotte Show is much larger than that of previous shows. Every foot of available space was taken long before the time for the show to open.

In addition to the complete exhibit of passenger cars, larger and more varied exhibits of accessories will be shown. Just as marked improvements have been made in further perfecting the passenger car, great advancement has been made in accessories. More serviceable products at less money are being offered by many of the large manufacturers. A preview of the big show in Charlotte, now ready for the thousands of motorists who will visit it, promises the best show in the history of motordom.

With years of experience back of him in the conduct of such expositions, Manager Osmond Barringer has all the machinery working smoothly for the big display of the Fourth Annual Carolina Automobile Show, March 3rd to 8th.

The task of getting ready for the Carolina Show of 1924 was greatly magnified this year by the fact that it will be held in an entirely new location. The change, though it will add greatly to the comfort of the public in reaching and seeing the display, brings to the fore a host of major and minor responsibilities, most of them having to do with getting the motor-car enthusiasts thoroughly familiar with the lay of the land.

Mr. Barringer is arranging, however, for a great attendance of motorists in their own cars at the Charlotte Show, and he intends leaving no stone unturned to make the journey, whether from downtown Charlotte or from the remotest sections of the Carolinas, as simple as possible. A visit to the Charlotte Automobile Show will be well worth the time and expense.

THE ROLLIN IS A NEW AND ADVANCED MOTOR CAR NOW DISTRIBUTED BY J. H. HAM, CHARLOTTE, N. C.

Rollins
Four
Sedan

Mr. R. H. White needs no introduction to the automobile buyers and automobile merchants of this country. He was one of the founders of the White Motor Company, of which he was Vice-President and Chief Engineer for years.

The new Rollin is a very advanced 4-cylinder car designed according to the latest European practice—small bore, long stroke, high compression motor. And of equal importance is the fact that this new and refined car is to be produced on a quality basis, which will make it possible to market the Rollin at a price under $1,000.

The Rollin will be on exhibit at the Charlotte Automobile Show March 3rd to 8th in charge of Mr. H. L. Kurfees, who will be glad to demonstrate this remarkable new car to anyone interested.

BUICK COUNTRY CLUB SPECIAL.

In building the Country Club Special, Buick has carried still further its policy of providing a complete line of distinctive automobiles. Special features of this new model combine with pleasing designs and sparkling beauty to give it a well defined place in the motor car field. At the same time it retains the qualities that have made Buick a leader in the motor car field for more than twenty years.

Buick
Six-Cylinder
Country Club
Special

An extra compartment for golf bags and other sport equipment makes the Country Club Special ideal for spins to the links or the country home. Additional storage space in the rear deck, and behind the seat, helps to keep the interior of the car entirely clear, so that there is complete comfort for driver and passengers. The unusual amount of storage space makes the car popular for touring.

CONSISTENCY

By E. T. Strong,
General Sales Manager, Buick Motor Company.

The reason for Buick success may be summed up in a single word—CONSISTENCY.

The fundamental engineering principles adopted by Buick in the early days have served as a foundation for succeeding practice.

Though the word "innovation" has frequently been used in describing the introduction by Buick of some advanced idea, it becomes plain by analysis, that the idea would have been better described as "evolution."

Just as no man can be a success who hasn't the right stuff in him to start with, so no motor car can earn leadership unless it starts with sensible ideals and adheres to them. Buick has done this.

Buick
Si x-Cylinder
Sedan

Buick experiments are all carried on at Buick's own expense. Until assured by exhaustive study and protracted tests that it is ready no new Buick model is presented to the public.

Although Buick keeps pace with the times, it does not surrender those things whose basic worth has been proved by years of practical use. It is constantly looking ahead in order to anticipate the desires of the motorist, but it knows that these must not be attained at the sacrifice of principles.

Therefore, every new development in design and construction is in complete harmony with the car as a whole. Changes are not made merely for the sake of producing something different but because each change increases the value of the car to its owner.

Buick engineers have this policy in mind as they conduct their researches and experiments. They are men of vision and foresight and they have the utmost freedom in developing new ideas. They are not bound by tradition. They know fully the principles on which past success is founded and are constantly proving the value of these principles in the light of new developments in the motor car field. But unless these guiding principles of the past prove fully adequate to present needs, these engineers do not hesitate to depart from them. Buick does not believe in the maxim, "Let well enough alone." It believes that there is always possibility for improvement and therefore it never ceases in its search for new ideas that will increase the service-ability and value of the Buick car.

The valve-in-head motor is a case in point. It was adopted for the first Buick because thorough tests had proved it to be the most efficient. It has been retained in every succeeding model because the most extensive research has failed to reveal another type that surpasses it. That, of course, does not mean that the construction of the motor has not been changed. Numerous alterations have been made in it, but its basic principle remains. Experiment and practical use have shown many ways in which its efficiency would be increased and these have been adopted as soon as they were proved to be practicable.

Buick
Four-Cylinder
Sedan

Such results as this could not have been achieved by even the most gifted and far-reaching engineers unless they had had ample facilities for carrying o their experiments and tests. But Buick was able t combine the best of engineering skill with the best o research facilities.

But Buick resources do not end here. As a division of the General Motors Corporation it has at it disposal all of the scientific equipment and technica knowledge of that great organization. The Genera Motors laboratories are open to Buick and ever assistance is given in solving the problems that ar constantly arising in the effort to produce still bette automobiles. With these combined facilities it is therefore possible to prove the worth of every new development before it is considered for adoption in Buick design and construction.

Paige
De-Luxe
Touring Sedan

PAIGE HAS NEW LINES.

An entirely new line of Paige automobiles is th season's offering of the Paige-Detroit Motor Compan

The new Paige models are displayed for the first time at the New York Automobile Show. The Paige continues a six-cylinder power plant in its new models and in power, speed, finish and general lines, shows itself a logical development from the big Paiges of past years.

The new Paige is furnished in five standard models and five special models. The latter bear full equipment.

Company officials explained the new product with the announcement that the Paige selling program for 1924 has been built around performance. Equipment on the specials was added to give to the many customers of the Paige Company, who desire it, the additional requisites which provide more comfort and convenience in the operation of any motor car.

To those familiar with past Paige models, many improvements and changes in lines are at once apparent. What immediately strikes the eye of everyone is the new radiator and windshield shown on the new line. The old V-shaped radiator and triangular aluminum windshield support are missing. They were replaced with the more conservative types. ''We feel, says Mr. H. M. Jewett, president of the company, ''that the more conventional lines will appeal strongly to our customers and more accurately reflect the inherent quality of the product.''

The graceful lines of the hood and fenders, low hung bodies, pleasing variety of color and fine finish follow Paige traditions of former years. The seventy horse-power power plant, long wheel base, springs under more than half the entire length, heavy frame and general sturdy construction of the Paige 6-70 are all retained in the new Paige.

With its proven performance the new line reminds the observer of the fleet and graceful greyhound set for a tremendous burst of speed. With long, slender radiator and body hung to the road, the new Paiges have much the same general appearance of last year's models.

Stoutly constructed bodies adhering to Paige rigid requirements, upholstered in the finest of materials, are used. The open cars of both lines are furnished in seven and four-passenger phaetons. The long wheel base insures ample leg-room, provides adequate seat width for all passengers.

The finish of the standard four and seven-passenger models in coach blue light with black enamel and leather upholstery lend an austere dignity to the conservative lines.

The open models furnished as specials are finished in maroon, with harmonizing upholstery and nickel trimming.

The closed models of both standard and special lines are five-passenger touring sedans, five-passenger brougham and a seven-passenger sedan.

All closed cars are furnished with vanity cases, smoking sets, heaters and step light. Both standard and special four-passenger phaetons are equipped with tonneau light and a compartment under the rear cowl. All models have cowl ventilators.

The specials on all models carry very complete equipment, including nickeled radiator, bumper front and rear, luggage carrier, body guard rails, special finish and upholstery, automatic windshield wiper, rear-view mirror, motometer, stop light and a spare tire, complete, mounted and locked on the left running board.

''The new Paige carries exactly the same motor, frame, axles, springs, etc., as the car of the past year. The new Paige is even more than ever a motor car of the finest quality.''

CADILLAC IMPERIAL SEDAN.

Among the exhibits at the Charlotte auto show, the Imperial sedan, a new model in the V-63 line, presented by the Carolina Cadillac Company, is expected to excite unusual attention. It contains a number of new features which heretofore have been obtainable only in the highest-priced custom coachwork. Expectations are that the Imperial sedan will prove one of the company's most popular 1924 models.

Four-Passenger Phaeton

Four months ago, after months of anticipation and rumor, the V-63—a car truly worthy to succeed the honorable line of 90 degrees V-type light cylinder Cadillac Motor cars, was introduced to the motoring public.

Throughout the broad confines of our land and within the boundaries of other countries, was broadcast the word to ''EXPECT GREAT THINGS.''

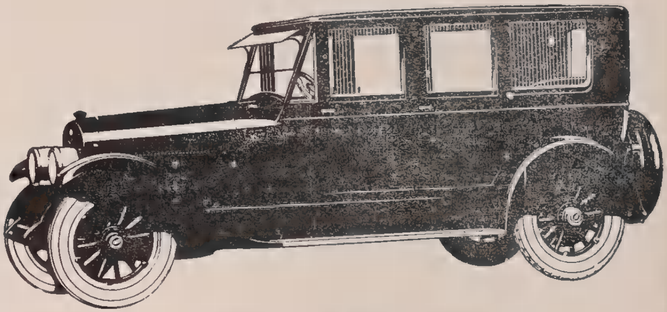
And every man and woman whose income placed them in the Cadillac class, and those who could not, but, nevertheless were interested in automobiles, were anticipating that which the V-63 offered them ''GREAT THINGS.''

The factory knew the public would not be disappointed in this new Cadillac for its smooth riding qualities, its entire absence from vibrating its great power, its added safety, its trustworthiness, could not help but demand an admiring audience.

The reception given the new V-63, however, was far beyond all expectations, with the result that since its introduction, production and sales have greatly exceeded all previous records. The V-63 Cadillac offers the motoring public a wide range in selection of body styles, being made in thirteen, as follows: 2-passenger roadster, 4-passenger phaeton, 7-passenger touring, 4-passenger Victoria, 2-passenger coupe ''De Luxe,'' 5-passenger coupe ''De Luxe'', 5-passenger sedan ''De Luxe'', 7-passenger sedan, 5-passenger Imperial sedan ''De Luxe'', 7-passenger suburban ''De Luxe'', 7-

Five-Passenger Imperial Sedan

Cadillac V63 Sedan



Lincoln Seven-Passenger Sedan

passenger Imperial suburban "De Luxe", 7-passenger limousine "De Luxe", 7-passenger Town Brougham "De Luxe."

"On the inside of all doors in the closed models genuine burl walnut veneer panels appear in matched sets. The walnut moldings, mohair finishings trimmed in panel effects, and the gathered pockets add greatly to the interior appearance of the doors. The silk roller curtains are carried on the header above the door rather than on the door itself.

"The rear compartment in both the sedan and the Imperial sedan is seven inches longer than in the type 61 sedan, affording more leg room. It is also two inches wider and one-half inch higher.

"A number of improvements have been made to aid the driver's vision. The front door posts are smaller. Other detail changes in design bring the division in the two-piece ventilating windshield in lower position in its relation to the height of the driver's eyes."

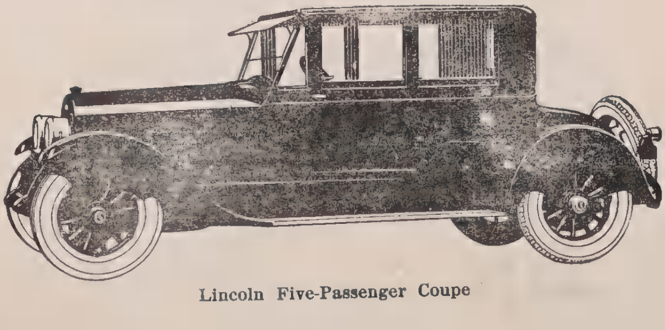
INDIVIDUALITY LINCOLN FEATURE.

Those motorists whose appraisal of a car is influenced by its fitness to reflect their standing in the community agree in according Lincoln custom-built closed bodies their unqualified approval.

Their beauty is of that happy sort which, without striving for attention, commands respect. Every detail of their design, finish, and fittings contributes to an individuality and charm gratifying to those who set highest value upon these factors.

Mounted upon the standard Lincoln chassis, these models offer the exacting motorist not only luxurious and dependable transportation, but also a concrete symbol of distinction—a car accurately expressing the exclusive atmosphere to which he is accustomed.

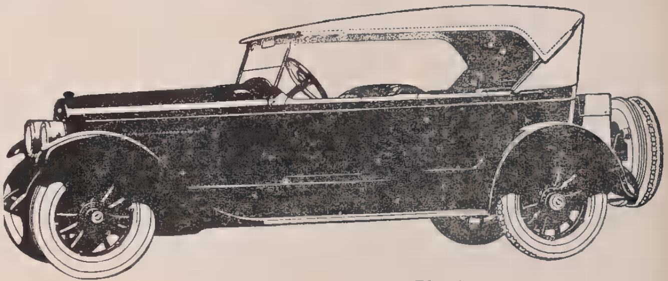
The Lincoln four-passenger sedan is of the two-window type and has four doors. The rear quarter of the upper part of the body is of leather covering and a noncollapsible bow gives a distinctive touch. A trunk, just in front of the rear tire carrier, also lends a pleasing effect and at the same time provides ample room for packages or touring equipment. Twin suitcases are also provided with the trunk.



Lincoln Five-Passenger Coupe

This model is furnished in three colors, Cobalt blue, Orriford Lake or Brewster green and the upholstery is optional in velours or broadcloth. The purchaser also has the option of specifying a third window in the rear quarter of the car. Equipment, of course, provides for all the comforts a passenger can desire while touring.

The Lincoln Five-Passenger Coupe is a distinctive body type of striking appearance. Two large front seats, the right tilting, are provided; while the rear seat runs the entire width of the car.

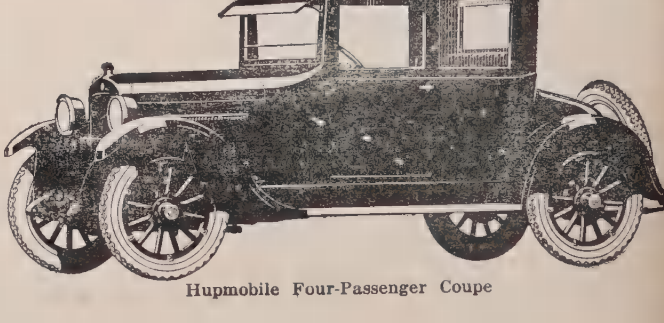


Lincoln Four-Passenger Phaeton

The upholstery is made to harmonize with any of the three optional colors, Cobalt blue, Orriford Lake or Brewster green, provided by the manufacturers. Silk window shades, rugs and equipment which completes the comfort of the passengers are all included. A unique feature of this car is provided by the dome light, which lights automatically when the door is opened.

HUPMOBILE CLUB SEDAN ADDED.

The 1924 line of Hupmobiles will consist of eight models, four open and four closed cars, offering to motorists a wide choice of open and closed body styles of two, four, and five passenger capacity. To the



Hupmobile Four-Passenger Coupe

seven models announced last August is now added the club sedan, announced and shown for the first time at the New York Show.

A novel improvement in closed-car construction has been effected by Hupp in this latest model to provide a high quality five-passenger closed car body at materially less than regular sedan cost. The club sedan's factory list price is only $1,425, and yet the body quality is announced by the corporation as being in thorough accord with the high standards Hupp has always demanded.

This unusual improvement is effected by utilizing the ordinary waste space under the rear of the front seat to gain plenty of leg room, often not provided in close-coupled sedan models. Space under the front seat and entirely across the interior, six inches in height and eight inches towards the front of the car, has been utilized. By this simple expedient a considerable saving in manufacturing cost as against regular sedan costs has been made possible.

MANY IMPROVEMENTS ON JEWETT.

The new Jewett Six is on display at the Charlotte Automobile Show. The three outstanding points in the construction of the new car, as advertised by the manufacturers tend to give maximum comfort, power and sturdiness. There are more than seventy improvements and refinements incorporated in the new Jewett.

Brougham
Six
Jewett

"A full fifty horsepower six-cylinder motor and unusual strength gained by more than average weight make of the Jewett a car in a class by itself," says Mr. Harry M. Jewett, president of the Paige-Detroit Motor Car Company, builders of the new line. "Extra power gives the Jewett stability as well as the ability to perform and demonstrates that it is in no sense a 'light six.' Great structural strength makes of the Jewett an automobile that stays out of the repair shop.

"During 1923, the Jewett was the winner of hundreds of hill-climbs and acceleration contests against open competition. The contests were held in every section of the United States and many foreign countries."

The Jewett which today holds such an enviable record of performance in competition with practically all makes of motor cars built in the United States and many foreign countries was the foundation on which has been built the new Jewett.

NEW LINES FOR DODGE BROS.

Dodge Bros.
Sedan

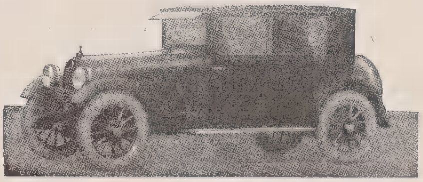
While the basic characteristics of the familiar Dodge Brothers cars of recent days are still present, there is an air of distinctiveness that surpasses all previous efforts of this concern to build a moderately priced car of commendable appearance as well as quality.

The wheel base is a trifle longer, the body is lower and the rear springs changed to semi-elliptical type are under-slung, and increased from 45 to 55 inches in length.

All the features so popular with the public today are embodied in the design of the complete line, which includes a touring car, roadster, coupe, two types of sedan, and screen side and panel side commercial cars of three-fourth ton capacity. All steel bodies—as first introduced by Dodge Brothers in their open passenger cars several years ago—are now used for all types.

The effect of the longer and lower body and longer wheel base, combined with the new lines and lower seats, is very fine. According to dealers and others who have driven the new cars, the improvement in riding qualities is no less pronounced than the improvement in general design. The reduction in body height lowers the center of gravity and thereby reduces sidesway, while rebound shocks are effectively dissipated by the improved front and rear springs. The car holds the road easily and gracefully and affords real riding comfort.

ABOUT THE NEW HUDSON AND ESSEX.

Hudson
Coach


"The Hudson Motor Car Co. is at the highest point of production in its entire history," declares B. D. Heath, "and that is particularly fortunate for us, because the demand for the new Essex and the Super-Six is far ahead of the supply.

"I have seen new automobile models come and go, almost from the beginning of the industry, but I never before saw a car take hold on public demand, and keep that hold, as has the new Essex six.

"There is no doubt but that twice, and probably three times, as many motorists will buy Essex cars in 1924 as did in 1923.

"It would not surprise me if in 1924 Hudson would become the largest exclusive producer of six-cylinder cars in the world, counting on a larger number of Super-Sixes and a multiplied production of Essex. Certainly we shall make in 1924 more six-cylinder enclosed cars than any other company. Seventy-five per cent of Hudson-Essex production is enclosed, as against 40 per cent for the industry.

"The machines and manufacturing methods which make this new Essex possible at its unusual price are among the most interesting sights I have ever seen.

Essex
Coach

"They range from mighty steam hammers and giant grinding machines to little devices so delicate and sensitive that they put human powers of perception and measurement to shame. There are whole rows of automatic machines which work to an exactness worthy of a watch-maker or jeweler.

"One of the most interesting machines was a delicate testing device for checking the balance of the crankshafts. A crankshaft revolves about 1500 to 2000 times a minute for average driving, and unless it is perfectly balanced it sets up vibration. To guard against this, each Hudson and Essex crankshaft is placed in a special testing machine and revolved. This device is so minutely accurate that it registers visibly a mere tapping with the fingers. It discloses immediately every unbalance, however slight.

"This inaccuracy is then corrected, and the shaft is re-tested until it is exactly right. This eliminates one of the principal causes of vibration, and results in the remarkable smooth running of the new Essex.

"In the Hudson factory, ninety per cent of the constituent parts which make up Hudson and Essex cars are manufactured and finished. Even such units as axles, clutches, and transmissions are produced by Hudson's own working force in its own plant—not bought outside and assembled. That means only one manufacturing profit.

THE NEW CHRYSLER.

Walter P. Chrysler's new motor car, the Chrysler Six, is being built and distributed by a new motor car company, the Chrysler Motor Corporation, an associate of the older Maxwell Motor Corporation, and Chalmers Motor Car Company.

Wholly new machinery, tools, dies, jigs, etc., necessary to build a motor car, have been installed in the great plant of the Chalmers Motor Car Company, which has been completely re-equipped. Maxwell-Chalmers dealers throughout the country will handle the car.

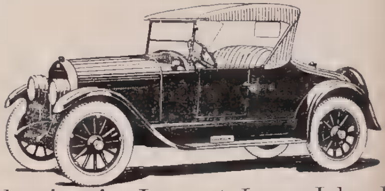
The remodeling of the Chalmers plant makes it one of the most efficient, if not actually the most efficient, in the entire industry. Engineers who have seen it marvel at the complete changes made. Mr. Chrysler gave his production and layout men the same free hand in rebuilding this plant for the efficient manufacture of Chrysler cars as he gave his engineers in designing the Chrysler Six itself.

Details of construction of the Chrysler reveal even more advanced innovations in design than were incorporated in the first statement of the car. They disclose more clearly that scientific applications of numerous fundamental engineering principles were contributed to it in ways not heretofore brought out in any other motor car.

Chrysler Brougham

"In this car," says Mr. Chrysler, "have been combined for the first time, I believe ultimate beauty and smartness, economical light weight and operating qualities, ideal size for ease of operation and convenience in parking, extreme roominess and comfort, with material quality, performing ability, long life and road solidity. We hope, within the next three or four weeks, to produce sufficient cars so that the public, through demonstrations, can learn for itself exactly what I mean."

THE FLINT SIX.

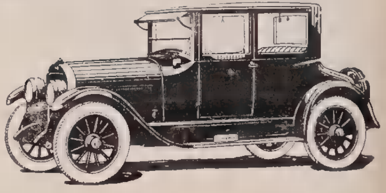


Flint Roadster

Entering into production in June at Long Island City, and in October at Flint, Michigan, the Flint Six, built by the Flint Motor Division of the Locomobile Company of America, Inc., and the Flint Motor Company, has played an important part in the winter's sales of medium-priced six-cylinder cars, over twenty thousand now being in owners' hands.

Flint is showing the standard five-passenger sedan, five-passenger touring, four-passenger coupe, four-passenger sport touring and three-passenger standard roadster with full equipment. The choice of several colors is given and of wood or steel disc wheels.

Founded on the principle of the seven bearing crankshaft, the Flint Six chassis shows careful design and fine material throughout.



Flint Coupe

PACKARD HAS NEW SINGLE-SIX MODEL.

A new and improved model of the famous Single-Six Packard is on exhibit for the first time at the Charlotte Automobile Show. This new model in the five-passenger touring car will sell for $2585 f. o. b. Detroit.

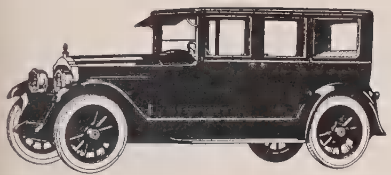
In the opinion of more than 30,000 enthusiastic Single-Six owners, no doubt, this famous Packard cannot be greatly improved. They see no opportunity for betterment in the car which has established a new high standard of fine car performance, of economy, of beauty, of motoring comfort.

It has been the unvarying policy of the Packard Company, for twenty-four years, steadily to improve its product. In pursuance of this practice, it is now our privilege to announce a new model of the Packard Single-Six, including many important new features and refinements.

The Packard Straight-Eight was the first prominent American car to carry four-wheel brakes as regular equipment. From this time, all Packard cars will be equipped with four-wheel brakes.

To insure greater durability, long life and economy of upkeep, the new Single-Six is provided with a newly designed and heavier transmission. It is exceptionally quiet and smooth in operation.

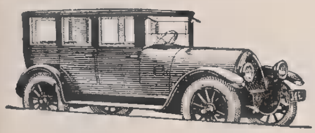
Artillery-type wheels of heavier construction contribute enhanced appearance. To make the battery most accessible, it has been located on the running board, as in the Straight-Eight, and enclosed in a theft-proof box.



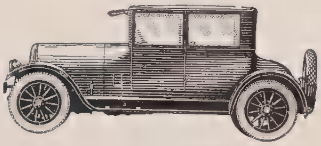
Ask the Man Who Owns One

There are also several important refinements in regular equipment, including gasoline gauge on the instrument board; the use of adjustable window regulators on the rear windows of sedans and sedan limousines; the adoption of an efficient stop-light for all types; larger steering wheel; a more beautiful instrument board with walnut finish, and an interior tonneau light for all open models.

The brilliant beauty of design and color, which have made the Single-Six the most notable, and the most imitated, car on the market, remain unchanged.



Franklin
Limousine



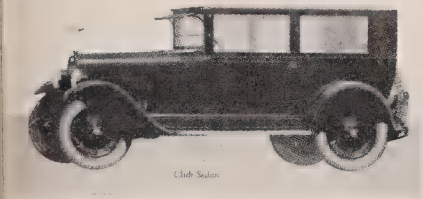
Franklin
Sedan

A RECORD OF UNUSUAL ACHIEVEMENT.

In an industry whose very nature and youthfulness is conducive to frequent and radical changes in policies and personnel, it is no less than remarkable that an institution can maintain its Directorate intact for two decades of business life. Such an institution exists, and in sufficient measure to represent one of the most vital elements in the automobile and motor truck business of America.

Less than a quarter century ago the automotive industry as an industry did not exist. Today its magnitude is universally obvious. It is an industry where dynamic energy and ultra progressiveness carried all before it, and swept the majority of preconceived business methods—and ethics—into the discard.

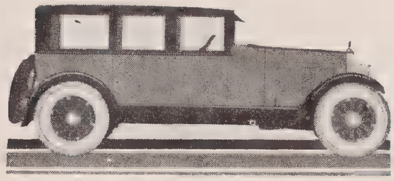
In 1904 the building of automobiles had reached a state of development as to make the more level headed of those engaged in it recognize that it was due to pass from a "game" into an "industry." Its potentialities were just beginning to be visualized when seven men in Lansing, headed by Ranson E. Olds—father of the industry—created and organized the Reo Motor Car Company. The first officers were: R. E. Olds, President; R. H. Scott, Vice-President and General Manager; H. T. Thomas, Vice-President and Chief Engineer; D. E. Bates, Secretary and Treasurer; R. C. Rueschaw, Sales Manager; G. E. Smith, Purchasing Manager, and H. C. Teel, Factory Manager. The "first" officers, did we say? "Last" we could have said because with the exception of R. E. Olds, who is now chairman of the board of directors and R. H. Scott, who has been made president in his place, each of the seven holds the same position today.



Maxwell
Club
Sedan

Twenty years is a long time in the automobile industry, but for an institution to maintain its personnel intact throughout that period is a little short of remarkable. Certainly, the seven had been closely associated in business ventures prior to the Reo formation; each knew and respected the ideals and abilities of the others. Each had proved his particular fitness for his position with the new company, and was trusted implicity to function 100 per cent effectively. So the creation of the Reo Motor Car Company really marked an alliance of ideals and personalities. On such a foundation success appeared to be well based. And it WAS.

Entering the twentieth year of its history, Reo can indulge in retrospect with a large measure of satisfaction. Its growth has been more consistently constant than practically any other concern in the industry. It has shown no phenomenal spurts, no leaps and bounds. Its charted progress is singularly free from extreme peaks and valleys. A line indicating its rise from 1904 to 1924 would show a steady but certain incline.



Stearns
Knight
Sedan

During the hectic war and past-war period Reo maintained its ratio of increase without marking a high peak. And no "valley" is shown for its activities during the dark days of 1920-1921. At no time in its history has there been any re-organizing or refinancing—nor any need of them. And never any change in its personnel.

What is responsible for this remarkable record? Progressive conservatism or conservative progressiveness? Results strongly indicate the presence of both elements, but it's our guess that the manner of blending is an institutional secret, and known only to seven men.

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Standarized Nation Wide Service
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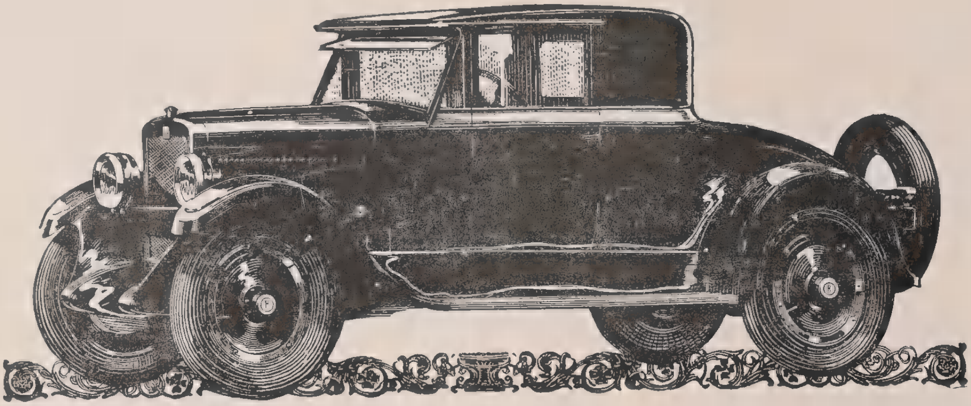
Four-wheel Service Brakes
Two Additional Rear Wheel Brakes
Total Six Brakes on All Packard Cars

ASK THE MAN WHO OWNS ONE



We predict that the new Rollin will be the center of attraction at the New York Automobile Show

European type, light weight, small displacement, high compresssion, high speed, 4-cylinder highly refined motor.

4-bearing crankshaft.
4-wheel brakes—internal type—same as found on the most expensive cars.
Firestone balloon tires.

A costly force feed lubrication system to all rotating motor bearings.
25 to 30 miles per gallon of gas.

Touring Car De Luxe, -	$ 975*	Five Passenger Sedan, -	$1275
Three Seated Coupe Roadster,	1175	Prices f. o. b. factory.	

*This same model with wood wheels, cord tires and 4-wheel brakes but without De Luxe equipment, $895

On exhibition during the Charlotte Automobile Show at the Carolina Exposition Building. Charlotte, N. C., March 3rd to 8th; also Show Rooms, 7 West 8th St.

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Around the World In an Automobile with Bob Reynolds

Robert R. Reynolds, an Attorney of Asheville, N. C., And One of the Many Enthusiastic Members of the Carolina Motor Club, Has Recently Returned From a Trail Blazing Trip Around the World In an Automobile. On This Globe Circling Tour, He Piloted the Trail Blazing Car Over War-Ridden Europe, Along Jungle Cartways of India, Through Mountain Passes and Returned by Way of Revolutionary China.

The following article is an extract from his diary, written while en tour and is one of the several articles which this publication will feature from time to time, in forthcoming issues.—Editor.

WITHIN a few hours after we departed, from Havre, France, we found ourselves in the city of Paris. But for the moment let us return to that seaport city so prettily nestled beneath the towering banks and there receive our first impression of Sunny France.

The first thing that attracted notice was that the gasoline is sold by the liter and not by the gallon as in America. Before departing New York the containers were emptied of their contents for we were forbidden to take the car aboard with gasoline. A garage man brought to the dock a quantity of gas, filled the tank and presented his bill. According to our measurements he made a charge which would be equivalent to about forty-two cents a gallon and this price we found to be practically the same in France, Belgium and Holland, whereas in Germany along the Rhine, the price advanced approximately three cents on the gallon. The next question was that of obtaining a lubricant oil. We had no difficulty in obtaining the best grade of American oil, Mobile A., but unfortunately found that likewise this sold at a figure much higher than we pay in the States.

The territory between Havre and Paris, a distance of about one hundred and fifty miles is a picture that can hardly be described in words. The roads were perfect and almost every foot of the way, the highways are in excellent condition. Broad, smooth, well kept thoroughfares and miles and miles of lovely trees on either side. At one point we found the main road lined on either side with apple trees for a distance of ten miles. One can well imagine the picture that such a scene would present. Each side of the road has its stone curbing and at a distance of every five miles there are little stone houses along the roadway in which the tools and the supplies of the road-workmen are kept. A system of highways truly to be marveled at.

On every hand and in every section we found broad fields under cultivation. One can drive for miles and never see a single house or a single shed, yet every foot of land is under cultivation. This is due to the fact that in France particularly, there are farming communities, community villages, in which all the tillers of the soil live. From their homes in these villages, they daily go to the fields and side by side the women work with the men. It is not a sight unusual to find women at the plows, women on the roadways with the pick and the shovel and even manning road machinery.

Distances in France are measured by kilometres. At every turn of the road there is a sign pointing to the various places or towns to which this or that particular road leads. These signs are of solid stone. Words and arrows carved from the solid rock, rock boulders that have stood the storms of ages. It may be said that every highway is marked and the traveler who is not familiar with the country or any particular section certainly will not experience any difficulty in locating the right road in any country of continental Europe.

From Havre we sped on and on to Paris, the City of Pleasures. There were long grades to be made, but the roads were as of velvet, the ways well marked and in our Ford truck, we easily did an average of thirty miles an hour. "Henry" did not boil either, for we had equipped it with a water pump before leaving New York and it is well that we did for in the Alps of Switzerland, there were ascents for miles and miles to be made and without a cooling system, we would have melted that little motor before arriving at our objective point.

One notices that most of the structures, barns, houses, chicken houses, well houses and every sort of structure is built of stone. During the weeks that we have been motoring through France, Belgium, Holland, Germany and Switzerland, I have yet to number more than ten structures that have been of wood. When people over here build, they truly build to stay. Even the fences are of the most substantial stone construction and passing along the highway adjacent to a line of railway, one cannot help but remark at the fact that the trestling of the railway is all done in stone. No particular need of it for the engines and cars are most light. They remind one of toy railways, but at the same time the road beds are built to withstand the heaviest engine, and the heaviest loads pulled by the monsters on the great lines of the Southern, the New York Central, or the Pennsylvania, would be safe in transit.

And too, throughout continental Europe, there are very few lives lost as a result of accidents at railway crossings. This is not due to the fact that people over here are more careful than are we in America. It is due to the fact that at every single point where a highway traverses a railway line, there is a guard. A gate on either side of the road. When a train is due, be it slow freight or fast express, the keeper of that gate appears on the scene and closes the gates so that no one may pass, no life be imperiled. This is true in the remotest sections of the continent. I recall in my travels of years ago in Spain and Portugal, there also were the roadways guarded and travelers protected by this most excellent system. And at every crossing where there is an attendant, one will find a pretty little cottage of stone, lovely flower garden and residing therein is the keeper of the gate.

The telephone poles that run parallel with the highways are constructed of concrete and it is said that they prove substantially satisfactory. There is virtually no speed limit. Run as fast as you like in the country and villages as well. There are very few automobiles over here in comparison with the number we have in the States. Sometimes one will drive for hours without ever once passing or being passed by another car and a great number of the cars seen are Fords. The Frenchmen drive most furiously. They are in sight and out again. One sees more people on bicycles and it is no wonder for the reason that the grades are excellent and the roads are as smooth as floors.

Ah, in the distance we sighted the top of the Eifel Tower, which stood out in all of its boldness against a clear sky. We knew then that we were not far distant from the city and I shoved down the accelerator and we shot forward at a greater speed for there before us lay Paris, Paris, the city of which we have heard so much and know really so little. A city which has remained the same Paris for centuries past. A city which covers up the sins of thousands and gives rest to the hundreds yearly, rest in the bottom of the Seine, where final peace and rest is sought by the unfortunates of that city of intellect, learning, pleasure and wickedness.

So here we are at one of the four gateways that leads to Paris. And so here at this gateway we were halted, and then we learned that we must pay a tax upon each liter of gasoline that was in the tank of our car. I saw lines of cars awaiting turn to enter the gate on my right. I saw lines of motorists, each as he passed through the gate, being handed a card and wondered what it was all about. I was soon to learn that this tax is exacted for the reason that one can buy gasoline outside the city limits of Paris cheaper than within and as a result, a tax is required for the protection of the garage men of Paris. A peculiar custom, but nevertheless one which is most rigidly enforced at every one of the four gates admitting motorists to the city.

We passed through the gate and sped to the Arc de Triumph, which stood before us at the head of the Champs Elysee, that broad boulevard down which the American soldiers passed in review, when first they entered the city, and what a spectacle it was. What an imposing and manly impression of strength they did lend to the cause of the Allies. I remember that eventful day most well, for at that time I was serving as Chief of Staff for the Cinema News Syndicate of New York, engaged in the making of motion pictures pertaining exclusively to the activities of the American Army and Navy. The Champ Elysee, the most famous boulevard of the entire world. Broad and imposing as it lay before you the city of the continent, and as one speeds down this thoroughfare, it seems to unfold itself to you and bids you enter for whatsoever purpose you might.

We passed around the right wing of the Arc and then down the Elysee to be halted at a corner not far distant. Here we had our first argument. A policeman brought us to a stop and explained that trucks were not permitted on that thoroughfare. Fortunately I understood by signs just what he meant and after much argument and much directing of ways, we piloted the car to a side street and wended our way closer and closer to the heart of the city, which fairly throbs with teeming humanity from every country of the world. "So this is Paris." We were there.

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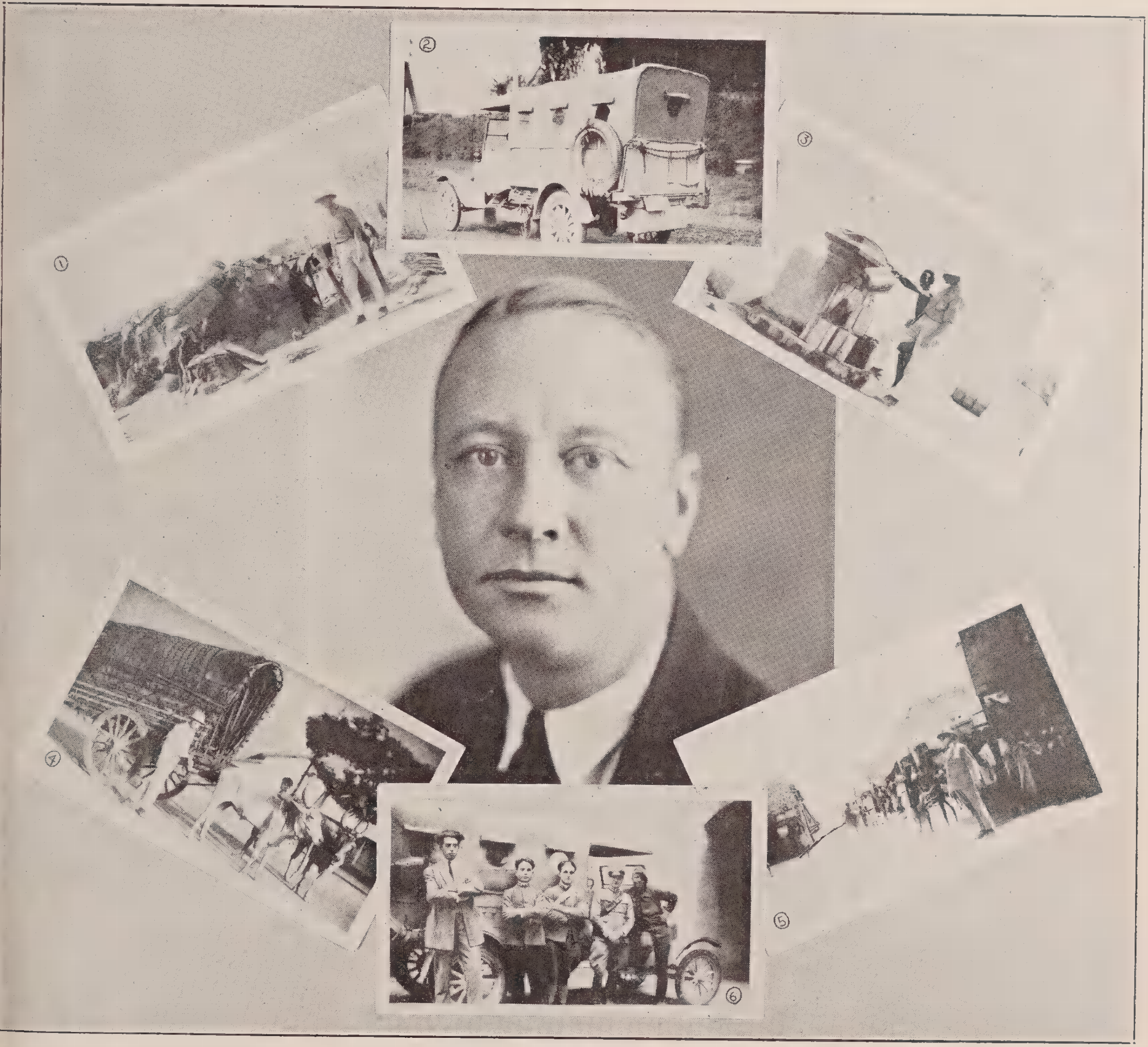
PAIGE - - JEWETT CARS

Interesting Scenes Recorded by Bob Reynolds In His Trip Around the World



Center: Robert R. Reynolds

(1) A corner of the Market Place at Djbouti, Africa. Huts they are, not trash piles. These huts are constructed of brush wood, staves, and old rags. The family with their pig and goat and cat, all inhabit the same hut.

(2) A broad side view of the car, which made the trip around the world. Note the pick, the axe and the trench shovel bolted on the rear to prevent theft. Note the forty gallon copper gasoline tank on the rear, which was used as a reserve supply and note the block and tackle attached beneath the bed of the car.

(3) Public Water Fountain in Somaliland, Africa. Note the use of Standard Oil Tins in this faraway land.

(4) The chief method of transportation in India. One of these bullock teams were utilized by Reynolds and his companion, to extract them from a bad stretch of roadway in mysterious India.

(5) Street scene in a village located on the frontier between Abyssinia and Somaliland, Central Eastern Africa

(6) The Commander of the Italian Military Garrison with his interpreter and attaches at Aosta, Italy, where Bob Reynolds was held prisoner for three days. He was arrested and held as an Austrian spy.

High Cost of Motor Misinformation

Hasty Hints on Car Care Taken Too Literally by Average Car Owner—One Motorist's Solution to Trouble May Be Another's Poison.

By William Ullman

TOO many car owners are paying the penalty for not seeking the facts in matters relating to car care and repair.

This is the opinion of many who see in the automotive rumors, the half-told stories and the positive statements of misguided wise acres a totally unnecessary expense to the car owner.

One seasoned mechanic is authority for the statement that more than half the cars in the repair shops are there as a direct result of owners being misguided through misinformation.

A motorist who had been driving a car for several years was hastily informed that the proper way to stop a car is to apply the service brake first, declutching at the last moment. So amazed was he at his colossal ignorance that he hurried away to put the plan into action without first considering the possibility that there might be some objections to it, or at least some pitfalls to be avoided. To him this seemed a gentle word to the wise, and being raised on the idea that all who talk motors talk sense he dashed for the nearest pitfall. Four months later his car was in the shop with loose piston pins. Brakes needed relining. There was some unaccountable looseness in the rear drive. Things, in other words, were not going well.

A mechanic completed the job in due course, and while counting a neat roll of bills from the puzzled car owner offered a certain bit of advice for good measure. "Looks to me as if your trouble comes from driving with the spark too far advanced. Retard it when you are running slow in 'high' or when going uphill," was the way he put it.

Here was a bit of information entirely beside the point since the trouble had been the result of taking the hint about applying the brakes too literally. The driver, it seems, had been in the habit of using the hand throttle instead of the accelerator, which meant that there was a pronounced opposition of forces when the brakes were applied without declutching or reducing the amount of gas to the cylinders.

The reason for the worn piston pins, the burned brakes and the general looseness was evident, but not to the driver. He had accepted a bit of misinformation as fact and was on a fair way to accepting another.

The mechanic's diagnosis might have been accurate enough for the piston pins in another instance, but he had not taken the trouble to suspect another cause nor to figure that the car owner might go too far with the new suggestion. Naturally it was not long before the motorist was complaining to the dealer of chronic overheating, switching to another brand of car and encouraging a dozen or more people to circulate the story that a certain make of car is to be shunned.

Every where he went for a remedy for overheating they looked in vain for mechanical causes, never realizing that they had a case of motor misinformation which was cause enough.

And so the torrent of half-baked advice continues to surfeit motordom and drain the pocketbooks of thousands of car owners who would be better sold on the automobile if truth were more conspicuously featured.

As progressive repairers have stated, a lot of repair work could be avoided if more car owners would investigate the troublees which their fellows have spent money to have remedied. But there is danger in this advice as well. It takes a good head for facts to listen to a car owner's tale of woe and be able to use the story for personal benefit.

When the average car owner gets through telling of his experiences with some mechanical matter he invariably comes out with a hint or two which may or may not be taken to apply generally. "They told me I was using entirely too heavy a grease in the transmission, and I'm just telling you what you can expect if you repeat my mistake," is typical of the way misinformation is appetizingly served.

The man who takes the advice too literally may forget that this particular story occurred during winter driving. Thus when he thins down the transmission lubricant with a quart or so of ordinary engine oil and starts out for a long journey in warmer weather he is quite likely to encourage some repair work even though he imagines he has taken more than usual precautions to avoid it.

The conditions under which various cars are operated render it unwise to accept any suggestion in the matter of car care without first investigating every possible angle. Careful as the manufacturers are in advising motorists through the pages of the instruction book, service stations report no end of troubles which are the direct result of carrying some bit of advice to extremes. It may be information when it begins, but the motorist promptly applies the "mis" and pays the penalty.

When the party offering the information and the party accepting it each applies his own interpretation there are bound to be some totally unnecessary repair bills for someone to pay.

It seems to be a habit in motordom for people to run to rumors and popular fallacies.

Most car owners still judge the quality and quantity of the engine oil by the level of the oil indicator, though it has been shown time and time again that the high position of the indicator may be warning of a crankcase filled with raw gas which has worked down past the pistons.

The story still goes the rounds that there is an advantage in transferring tires from the rear to the front wheels when they have begun to wear, whereas the truth is that the safety of reversing the process as a means of preventing a front wheel blowout is greatly to be preferred.

There is no apparent end to the number of suggestions on car care which, hastily adopted by the motorist, may result in defeating his purpose. These are generously dropped during discussions about cars and their habits, and the result is that when the motorist takes the hint to apply to his own case he virtually gathers up the choicest bit of misinformation.

Among car owners there is a party who has never had any trouble with his car. He is the type who also has never had a sick day in his life, though he may be just on his way to the doctor's for a little tonic. He is a choice example of misinformation in himself, but all indications would appear to point to the fact that he is less of a hazard than the party who admits his automobile trials and tribulations for the pleasure he derives from slipping a hint or two to the unsuspecting.

Unless the motorist is already in the habit of analyzing every hint on car care that is offered him it is well to keep in mind that one man's medicine may be another's poison.—(Copyright 1923 by The Ullman Feature Service.)

The A. A. A. Slogan

"There is a slogan for an organization—or for a human life—in the yellow sign of the American Automobile Association. We have all of us seen it, sometimes in front of the association's offices, and more often on automobiles whose owners are members. Each "A" is in a circle, the three join a chain.

Suppose for the first link we allow the "A" to stand for "Ambition." The first step in any program is to have the ambition to succeed. Ambition is not merely desire for those things that come as the result of real ambition, although it is often mistaken for it. Ambition is the desire to accomplish certain things, with the vision to plan for their accomplishment, and the energy to work for them.

This brings us to the second "A," which we will call "Action." The first "A" is totally useless unless linked to the second. Ambition without consesquent action degenerates into mere desire. But linked to action we have the greatest combination possible to reach the third "A" in our chain.

The third "A" is "Achievement," the natural result of ambition and action working in harmony. And achievement cannot become reality without the assistance of both ambition and action. Ambition alone, as we have pointed out, can do nothing, and action, without ambition, usually starts nowhere and ends in approximately the same place. But the three together complete the strongest chain that can be forged on human anvil, and form the foundation for every successful venture known to the human family, whether in chamber of commerce, business men's club or individual existence."

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RALEIGH, N. C.

Automobile Legislation

Measures That Will be Discussed at the Annual Meeting in Charlotte March 6th

THE Carolina Motor Club is not only on the alert to prevent legislation which would be unfair and injurious to the motoring public, but it is ever mindful of the fact that existing laws should be improved, corrected and supplemented when it is found that they are not being properly administered or that they are working an injustice and hardship upon the motorist or that they do not fully meet the requirements for his protection and for the subservance of his interest.

There has been an insistent demand by the public for the elimination of the "Constable arrest by mail" method now in use throughout the state, the motoring public taking the position that the laws should be enforced by regularly employed officers, the insignia of whose authority should be a uniform as well as a badge and that the person who exercises the authorirty of an officer should wear the uniform of his office while on duty.

COMPULSORY INSURANCE: For the past year there has been a demand from many of our members that the Club take some action to protect the public against the irresponsible motorist. Many of our members have given instances where their cars have been run into as a result of the negligence of the operator of the other car and that when they came to collect for their damages, they learned that the other fellow was irresponsible. This condition has been becoming worse and worse year after year and has been considerably aggravated by the increase in the bootlegging industry, and by the stock of used cars on the market, which sell for very small sums, and which can be bought on the installment plan.

The Carolina Motor Club suggests a bill which would require the owner of every motor vehicle to file a bond or an insurance policy protecting the public against the negligent operation of such car by the owner or by anyone to whom he lends or hires it or who operates it with his consent. Such bill to require minimum insurance or bonded protection of $2,500 for personal injury to one person in any one accident and $5,000 for personal injury to two or more persons in any one accident and $500 property damage.

The effect of this bill will be to force the reckless, irresponsible owner off the road, as neither an insurance or binding company will issue a policy or a bond to a reckless driver. This will automatically force off the roads the irresponsible bootlegger, rum runner, night hawk and other dangerous classes of owners, as they will not be able to secure insurance and will therefore be unable to secure license tags for their cars. Garages and other persons will be afraid to hire or lend cars to them for the same reason.

It is recommended that a bill be prepared to provide for the State Automobile Department to test and issue approval to all automobile headlight lense that meet the test requiring lights to be properly focused; and then require that all cars licensed in the state be equipped with one of the approved lense. There are a number of headlight devices now on the market that fully eliminate the glare. A number of the progressive states have made a test of these and require them to be used. The result has been a decrease in night accidents by automobiles.

It is recommended by practically every member that a bill be prepared to require every vehicle operating on the state and county highways to carry a light at night.

SPEED LIMITS: The Carolina Motor Club holds no brief for the chronic speeder. In fact it has had a large part in the work to help check the rising tide of accidents by automobiles. This club is for safe and sane driving all the time. However, it will not abet persecution of motorist in any way, shape or form, and will fight to the last any attempt to make innocent motorists suffer or let guilty ones go free.

Here are two ideas offered by Collier's:

Eliminate all speed laws everywhere and inflict very severe penalties for conviction of reckless driving, including loss of license in flagrant cases. That's one idea.

The other is this: At the side of the road have large, square signs showing big, plain numerals to indicate the highest speed in miles permitted. Thus 25 might show at the edge of a town, while further along 20 would be the figure, changing in the congested part to 15. These are the speeds employed now by practically all sensible and moderate motorists when approaching and passing through towns. On wide, straight boulevards and smooth country roads, the signs might read 30 or even "No Limit," gradually coming down to a sensible slow speed in narrow, congested streets.

What we need in our speed laws is more common sense and less arbitrary, unenforcable dicta. What are your ideas on this subject?

Our present state speed law is 30 miles an hour. Most every one will admit that a motorist may drive 15 or 20 miles an hour and still be reckless and dangerous. Thirty-five or forty miles an hour is sometimes safer than 30 miles. It is necessary some times to speed up to avoid accidents. Thirty-five or forty miles on the open highway with no other cars in sight certainly cannot be dangerous if the car is in the hands of a driver who can pass a suitable examination. On the other hand a careless, reckless driver may be very dangerous driving at 15 or 20 miles an hour on the city streets.

The intent of the state speed law should be to punish reckless driving. A number of states have found that no speed limit, but punishment for reckless driving, has proven very satisfactory. The following is a paragraph from the Illinois law: "No person shall drive a vehicle at a speed greater than is reasonable and proper having regard to the traffic and the use of the way, or so as to endanger the life or limb or injure the property of any person."

STOP LAW: There is a general feeling that the stop law should be mended to provide for stops at crossings where thru or frequent trains pass, and not to require cars to stop at which less than four trains a day pass. The suggestion is further made that it would be cheaper to require the railroad companies to maintain a watchman at every crossing. The pay of this man at each crossing would be less to the railroad than the cost to the motorist in making the stops, and since this method is in use in some other countries and has been found satisfactory we feel it is worth a trial in North Carolina.

DRIVERS EXAMINATION: It is suggested that the Carolina Motor Club foster a bill requiring every driver to obtain an operator's license after examination. It would provide that the State Automobile Department designate some agency or person in each community to give an examination to every car operator. Of course once the driver is given an operator's license he would not be required to take any further examinations. This plus the compulsory insurance would go a long ways towards eliminating automobile accidents.

ACCIDENT PREVENTION WORK PRODUCING IMMEDIATE RESULTS.

Thousands of children know of and are co-operating with the Carolina Motor Club in its work to prevent automobile accidents. The school teachers are most enthusiastic. One teacher writes "The little safety leaflet was distributed and read by the pupils of my school and has made a deep impression on them. They talk about no playing in the streets."

"If the quarter million car owners could come to the office of the Carolina Motor Club," says W. H. Evans, Assistant Manager, "and read the many hundreds of letters that have been written by school children saying they will not play in the streets and will be careful to warn others, they, the car owners would immediately appreciate the work which this organization is doing to protect life and property."

Many school superintendents and teachers are cooperating with the Club by distributing to the school children a little two color safety leaflet, being an interesting story told by a little girl, who was hurt by an automobile. To those children who read this leaflet and write the club that they will not play in the streets, a pencil is sent by the Carolina Motor Club on which a safety slogan is printed.

One member writes, "If the Club has done, and does nothing else, than this safety work I feel we repaid for the cost of my membership."

President Armstrong realizing the great possibilities of this work, and further knowing that the Club is not financially able at this moment to carry out this work in every school in every town, suggests that a special accident prevention fund be created, and that firms, public service corporations and individuals contribute to it. He starts the fund off by a contribution of $100.00, and suggests that all others who will contribute to the fund to send their checks to Mr. Waldo Porter, Treasurer, Greensboro, N. C. Mr Porter is Vice-President American Exchange National Bank. "Five thousand dollars," says President Armstrong, "will provide a fund for the first year, and after that I believe the club will be financially able to carry on the work without additional assistance." Who will follow the example set by President Armstrong?

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GOOD LINE

for the Merchant, and (of course) for the Garages and Service Stations. Our experience of

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years in serving the trade of the Carolinas enables us to handle the business of our

Automobile Accessory Department

to the satisfaction of our customers.

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GREENSBORO, N. C.

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CAROLINA MOTOR CLUB

Headquarters—Greensboro, N. C.

business organization devoting its entire resources to bettering conditions for motorists in the Carolinas. A member's club, not carried on for profit.

Membership Ten Dollars a Year
(Less than 3c a day)

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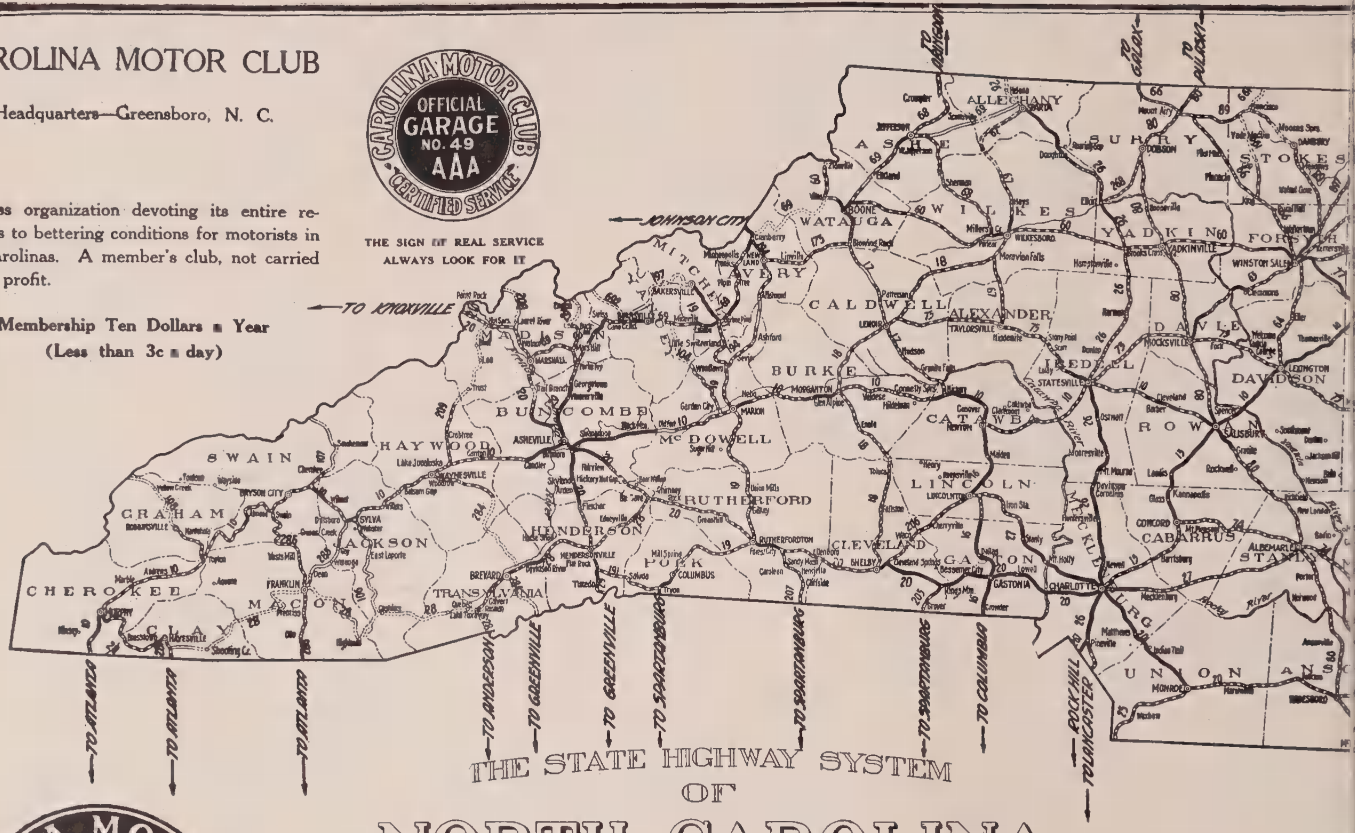


THE STATE HIGHWAY SYSTEM OF NORTH CAROLINA

MARK OF AUTOCHARACTER

EDITION OF OCTOBER 1ST 1923

Carolina Motor Club now has more than 2000 members in over 200 Carolina towns and over 135 Official Free Emergency Service Stations and Garages. Over 32 approved Hotels and Cafes.

Write for Information

Headquarters
Greensboro, N. C.

Branch Office
Charlotte, N. C.

Carolina Motor Club Membership Provides

1. Emergency Road Service
2. Membership bond card
3. $50 reward if car is stolen
4. Membership in A. A. A.
5. Attractive Radiator Emblem
6. Free Road Maps
7. Limited Legal Assistance
8. Carolina Motorist
9. The club has road survey car compiling mileage tables of all highways
10. Working to make road safe
11. Legislative work
12. Advertising to attract the outside tourist

ROUTE NO. 10

NEW BERN-KINSTON—Westbound traffic turn to the left as directed by large stand sign at End Street in New Bern, following Route No. 30 to Deep Gulley; thence to the right following large stand signs marked Route No. 303 and Route No. 10 to Kinston, entering Route No. 10 at Queen Street in the city of Kinston.

Eastbound traffic detour out of Kinston as directed by large stand signs, following reverse of the above.

SMITHFIELD-CLAYTON—Westbound traffic turn to the left at large stand sign at the end of the pavement, following signs into the city of Clayton.

Eastbound traffic detour out of Clayton as directed by large stand signs, following reverse of the above.

THOMASVILLE-LEXINGTON—Westbound traffic turn sharp to left at stand sign just west of Southern Railway Station in Thomasville, following topsoil road as directed by signs, via Holly Grove, entering Route 10 near the east city limits of Lexington. Eastbound traffic detour to right at stand sign on Route 10 near the east city limits of Lexington and follow reverse of above.

SALISBURY-STATESVILLE—Westbound traffic from Salisbury turn right at Ennis Street, cross overhead bridge at three blocks; thence left 1 block beyond bridge, thence right at one block following Mocksville Avenue, to detour sign; thence left by dirt road half mile to paved road, thence right to Mocksville by Route No. 80. Mocksville and Statesville by Route No. 75.

Eastbound traffic follow reverse.

MORGANTON-GLEN ALPINE—Westbound traffic turn to left four miles west of Morganton; thence along contractor's detour a distance of 500 feet to intersection of present new concrete highway to Glen Alpine. West end detour is 1.4 miles from Glen Alpine.

OLD FORT-RIDGECREST—Eastbound traffic turn to right 0.60 mile from Buncombe County line (sign marked "Detour"), thence along new graded roadway 0.5 miles to connection of old highway; thence to Old Fort on undisturbed present highway. Lights maintained by Contractor at night.

ROUTE NO. 15

CHARLOTTE-CONCORD—Traffic leaving Charlotte follow main road, Route No. 15, for about 5 miles to large detour sign; thence to left, following old Charlotte-Salisbury road, which is well marked to Concord. Concord to Charlotte, turn right at detour sign at south city limits of Concord and follow reverse of above.

ROUTE NO. 16

LINCOLNTON-NEWTON—Follow Route No. 16 from Newton approximately one mile to local detour around bridge; thence follow newly constructed road on Route No. 16 for approximately 3.5 miles to another local detour around bridge; thence follow Route No. 16 to Lincolnton.

Northbound traffic leave Lincolnton on East Main Street, continuing approximately two miles to Goodsonville, turn left approximately .25 miles, take left hand road for approximately 5.0 miles; turn left here and follow reverse of the above directions.

GASTONIA-HIGH SHOALS-LINCOLNTON—Northbound traffic follow Route No. 16 from Gastonia to detour sign near old courthouse in Dallas, turn left, continuing two blocks; turn right, following detour signs, cross C. & N. W. Railroad and Catawba River, for about seven and a half miles to main highway. Southbound traffic follow reverse directions.

ROUTE NO. 17

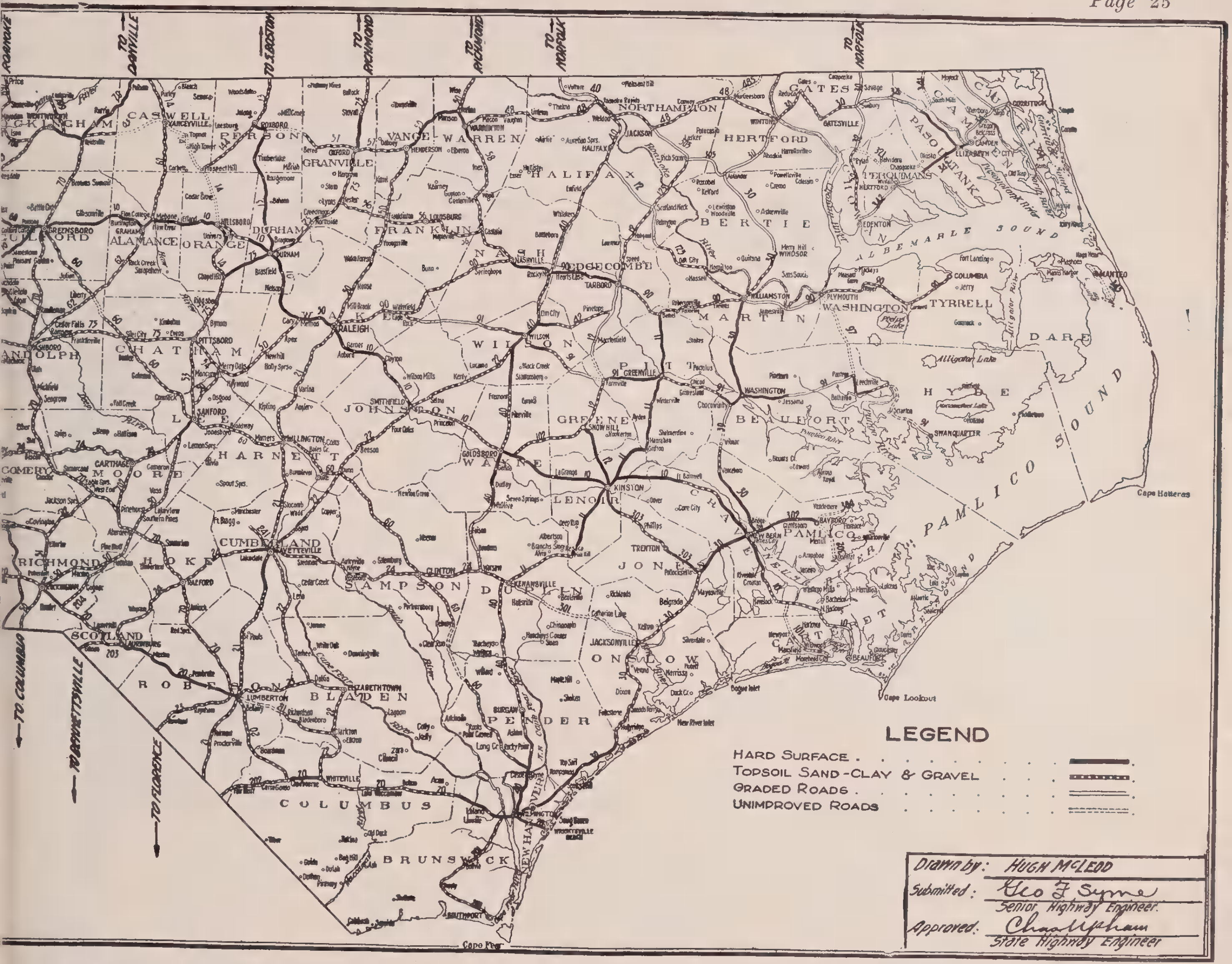
BOONE-BLOWING ROCK—Traffic from Boone turn south off Route No. 60 near courthouse in Boone; cross narrow-guage railroad tracks; follow narrow dirt road nine miles, connecting with Route No. 175 two miles from Blowing Rock. Traffic from Blowing Rock proceed over Route No. 175 two miles; turn right, and follow narrow dirt road to Boone.

ROUTE NO. 20

WILMINGTON-WHITEVILLE—Westbound traffic cross railroad tracks at Leland and follow Route No. 20 to Freeman, turning to right and passing over county highway for 1.75 miles; thence left to Wananish. This detour is plainly marked.

LAURINBURG-MAXTON—Eastbound traffic turn to the north at a detour sign approximately 4.5 miles east of Laurinburg and follow detour signs for .5 mile to intersection of old sand clay Route 20 into Maxton. Westbound traffic follow old sand clay Route 20 into Laurinburg or turn south at a detour sign and follow the reverse of above.

LAURINBURG-HAMLET—Traffic follow old road, Route No. 20, which is under construction, but in fair condition. Caution is given to look out for construction forces the entire length of the road. Route No. 20 road into Laurinburg or turn south at detour sign and follow reverse of above.



WADESBORO-POLKTON—Westbound traffic turn to right on Concord road at large detour sign about 2 miles west of Wadesboro and follow detour signs to Polkton.

Eastbound traffic from Polkton turn left at large detour sign in Polkton; follow markers about 4.5 miles to Concord road; turn to right, follow markers about 2 miles; turn to right and follow markers about 5 miles to Route No. 20.

SHELBY-KINGS MOUNTAIN—Eastbound traffic turn sharp to right at stand sign intersection of Warren and Marion Streets in Shelby, following hard-surfaced road to Cleveland Springs Hotel, here turn to left following topsoil road as directed by signs via Stony Point and Champion's Store, entering Route 20, intersection of Piedmont and King Streets in Kings Mountain.

Westbound traffic turn sharp to right at stand sign intersection of King and Piedmont Streets in Kings Mountain and follow reverse of above.

BAT CAVE-ASHEVILLE—Westbound traffic follow Route No. 28 from Bat Cave to Hendersonville, thence to Asheville on Route No. 29. Eastbound traffic follow reverse directions.

ROUTE NO. 24

FAYETTEVILLE-RAEFORD—Beginning at top of Haymount Hill, in Fayetteville, at brick store, take Morganton road for a distance of about three miles, where it enters the Chicken Road, thence along this road for about seven miles to where it turns sharply to the left and extends two and a half miles to Raeford road. This detour is well marked.

ROUTE NO. 27

CHARLOTTE-ALBEMARLE—Through traffic from Charlotte to Albemarle go by way of Concord over Route 15 from Charlotte to Concord and Route 74 from Concord to Albemarle. Traffic from Albemarle to Charlotte follow reverse of above.

Local traffic follow Route No. 27, which is a continuous detour from end of hard surface road 6 miles east of Charlotte to Albemarle.

ROUTE NO. 40

WILSON-EIM CITY—Northbound traffic turn to the left at large stand sign at Goldsboro and Lee Streets in the city of Wilson; follow signs, entering Route No. 40 just south of Elm City. Southbound traffic turn to the right at large stand sign just south of Elm City, following the reverse of the above.

WILSON-FREMONT—Southbound traffic turn to the right as directed by large stand sign at Five Points in Wilson and follow signs to Wiggin's Mill; follow Route No. 22 to large stand sign at a point on Route No. 22; turn to the left as directed by large stand sign; follow signs entering Route No. 40 at Black Creek Crossroads. Northbound traffic turn to the left as directed by large stand sign at Black Creek Crossroads, following the reverse of the above.

WILMINGTON-GOLDSBORO—Through traffic from Wilmington to Goldsboro leave Route No. 40 taking Route No. 60 to Bell's Schoolhouse; then turning to the right on the Bell's Schoolhouse-Burgaw road, follow detour signs to Burgaw then; through main street of Burgaw, crossing railroad and Route No. 40 to old Wilmington-Goldsboro road; then turn to left leading into Route No. 40.

ROUTE NO. 50

WAKE FOREST-RALEIGH—Southbound traffic proceed through Wake Forest to Forestville, which is one and one-half miles south of Wake Forest, turn left and follow detour to Louisburg road, turn right and follow Louisburg road to Circle Filling Station near Raleigh, turn left and follow asphalt road into Raleigh.

ABERDEEN-SOUTHERN PINES—From Aberdeen, Southern Pines traffic follow Route No. 70 to Pinehurst, thence to the right at large stand sign, over county road to Southern Pines. Aberdeen traffic from Southern Pines follow reverse of above.

HOFFMAN-ROCKINGHAM—Southbound traffic leaving Hoffman continue directly along Route No. 204 through Marston and Cognac, entering Hamlet by way of High Street; turn to right at Hamlet Avenue and proceed to Rockingham via Route No. 20. Northbound traffic leaving Rockingham on East Washington Street; turn to right at Rockingham Road and proceed by Route No. 20, entering Hamlet on Hamlet Avenue; turn to left at High Street and follow Route No. 204 through Cognac and Marston to Hoffman.

ROUTE NO. 60

LILLINGTON-Duke—Easbound traffic turn to left at large detour sign one mile north of Lillington and follow detour for about five and one-half miles until it joins Route No. 60 three miles west of Coats.

Westbound traffic keep straight road at large detour sign three miles west of Coats and follow reverse route.

DUKE-DUNN—Westbound traffic: Starting in Dunn at intersection of Broad street with Route 22, from Smithfield and Benson; go east on Broad Street one block to McKay Avenue about one-half mile

through Dunn and curve to right on county road; follow detour signs to Duke.

Eastbound traffic take reverse direction.

SILER CITY-LIBERTY—Large standard detour sign has been placed at intersection of routes 75 and 60 in the town of Siler City. Sign points to Route No. 75, which leads to Asheboro; follow this route to Brown's Crossroad seven miles from Siler City; sign marked to Staley; take right angle turn and follow road 4 miles into Staley; then Route 60 is picked up again and is well marked on into Greensboro.

GREENSBORO-JULIAN—Eastbound traffic take road to the left at filling station approximately one mile east of Greensboro; follow this road four miles to stand sign; thence sharp to the right over country road, entering Route No. 60, approximately 6½ miles east of Greensboro. Westbound traffic detour to the right at large stand sign on road Route No. 60, approximately 6½ miles east of Greensboro, and follow reverse of above.

WINSTON-SALEM - YADKINVILLE—Westbound traffic, turn to left at large detour sign about one mile west of the city limits of Winston-Salem (overhead railroad bridge); proceed over plainly-marked topsoil road .3 miles; turn sharp to the right and proceed six miles over topsoil road; turn sharp to the right and proceed over topsoil road one and one-half miles; turn sharp to the left and proceed over narrow road .1 mile to new concrete road Route 60.

Eastbound traffic, follow the reverse route.

ROUTE Nos. 65 and 709

REIDSVILLE-LEAKSVILLE—Northwest traffic detour as directed by signs at the north limits of Reidsville over county road to Leaksville.

Southeast traffic from Leaksville detour to the left at large stand sign on the south of covered bridge at Leaksville and follow reverse of above.

Traffic to Wentworth using Route No. 65 as usual.

ROUTE NO. 66

PILOT MOUNTAIN-MT. AIRY—Northbound traffic turn right at north end of concrete road through Pilot Mountain; follow soil road to Westfield; thence over Route No. 89 to Mt. Airy. Southbound traffic follow reverse route.

ROUTE NO. 70

SEAGROVE-ASBURY—Southbound traffic detour to the right at large stand sign in Seagrove and follow county road for approximately four miles, as directed by signs, entering Route No. 70 in Asbury. Northbound traffic detour to left at stand sign in Asbury and follow reverse of above.

RANDLEMAN-ASHEBORO—Southbound traffic detour to the left at large stand sign at southern limits of Randleman, over gravel and topsoil road into Asheboro, as directed by signs. In Asheboro northbound traffic follow Route No. 70 to a point approximately two and one-half miles north of Asheboro; thence to the right, over Route 62 to Central Falls. Turn sharp to left at stand sign, following county road into Randleman.

ROUTE NO. 75

STATESVILLE-TAYLORSVILLE—Traffic from Statesville to Taylorsville will follow old road, Route 75, to Stony Point, turning left, crossing railroad, thence turn right and continue along new road, Route 75, to Taylorsville.

Traffic from Taylorsville to Statesville follow the reverse of above.

ROUTE NO. 77

HIGH POINT-ASHEBORO—Southbound traffic follow Route No. 77 to Hinshaw Forks, thence sharp to left as directed by signs to southern edge of Randleman; turn sharp to right at large detour sign, and follow same as directed by signs into Asheboro. Northbound traffic detour out of Asheboro as directed by large stand sign, following reverse of above.

ROUTE NO. 89

WINSTON-SALEM-WALNUT COVE—Traffic from Winston-Salem will follow Route No. 65 north nine miles.; turn sharp left, follow soil road one mile to Walkertown; thence over soil road to Route No. 897, follow Route No. 897 six miles; turn sharp left, follow soil road four miles, coming back into main road at Walnut Cove depot.

Traffic from Walnut Cove turn left at large detour sign at Walnut Cove depot and follow reverse route.

ROUTE NO. 91

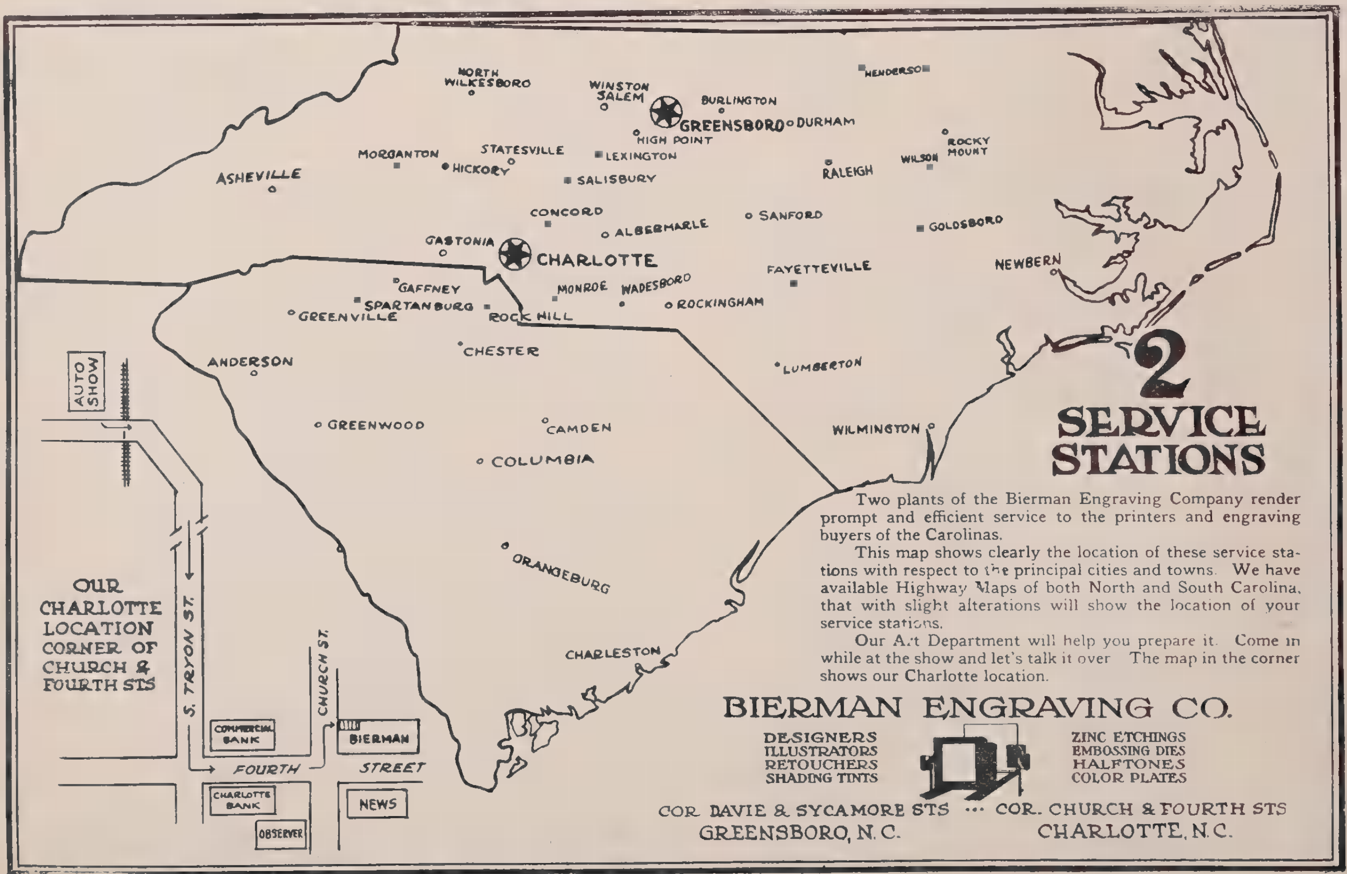
WILSON-FARMVILLE—Eastbound traffic turn to the right at Nash Street in the city of Wilson as directed by large stand sign; follow signs into the city of Farmville. Westbound traffic turn to the left in the city of Farmville at large stand sign following the reverse of above.

GREENVILLE-WASHINGTON—Westbound traffic leave Washington on Williamston road; turn to left at large detour sign about half a mile north of Washington and follow detour signs via Pactolus to Greenville. Eastbound traffic leave Greenville on Bethel road; turn to right about two miles north of Greenville, and follow detour signs via Pactolus to Washington.

South Carolina Road Condition

GENERAL CONDITION: Good in upper section; fair to good in lower section. Roads have dried out considerably. Bridge over Long Cane Creek on Route No. 20 between McCormick and Abbeville closed for repairs for ten days or two weeks. There is a detour around this bridge but traffic is advised to take Routes 7 and 10 by way of Greenwood. Embankment at Coosawhatchie Swamp about two miles from Almeda on Route 36 washed by high water. Detour signs up.

Route No. 2.—Charleston-Summerville-Orangeburg-St. Matthews-Columbia-Newberry-Greenville-Easley-Seneca-Walhalla-Georgia line.



2
SERVICE STATIONS

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This map shows clearly the location of these service stations with respect to the principal cities and towns. We have available Highway Maps of both North and South Carolina, that with slight alterations will show the location of your service stations.

Our Art Department will help you prepare it. Come in while at the show and let's talk it over The map in the corner shows our Charlotte location.

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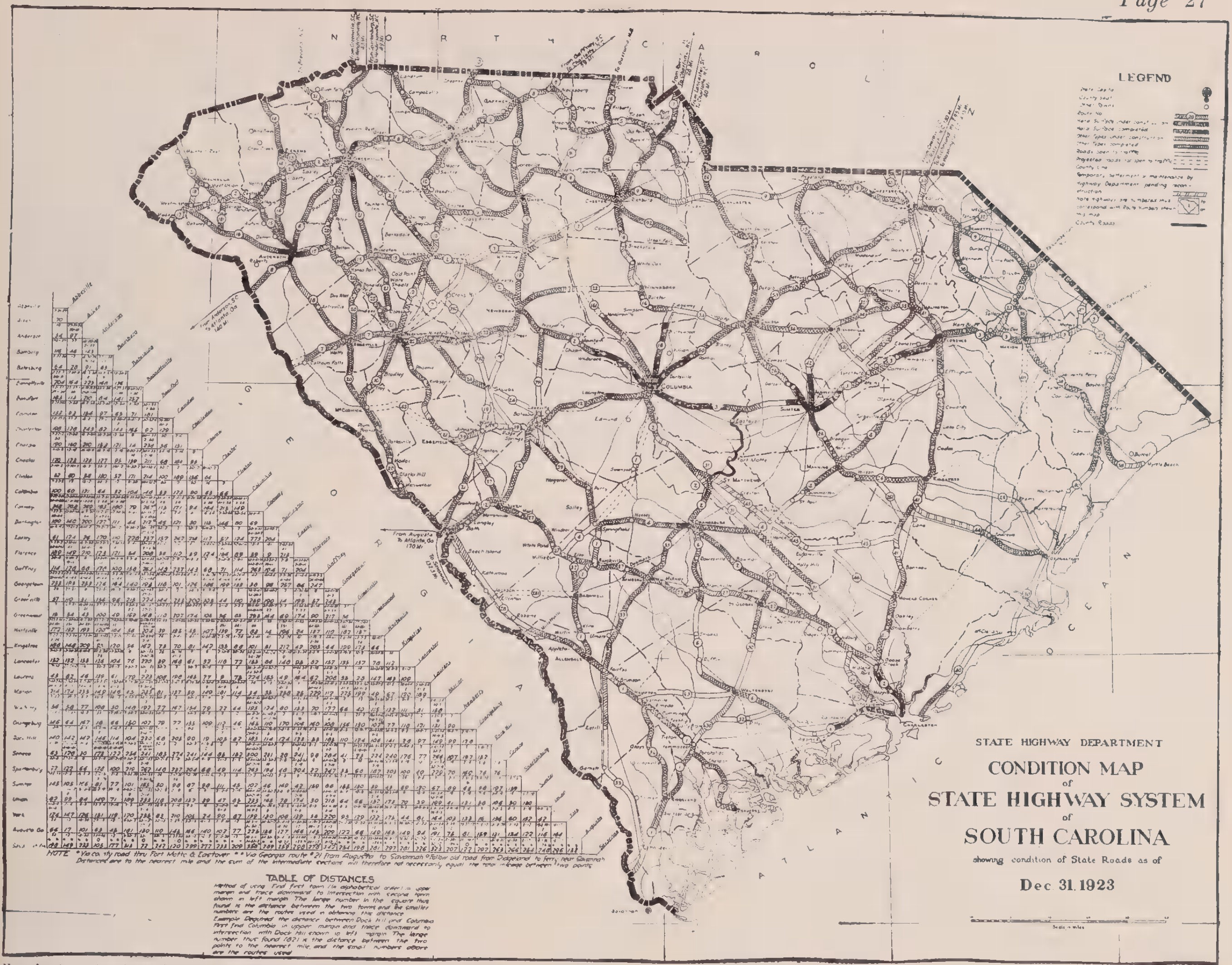
STATE HIGHWAY DEPARTMENT
CONDITION MAP
of
STATE HIGHWAY SYSTEM
of
SOUTH CAROLINA
showing condition of State Roads as of
Dec 31 1923
LEGEND
TABLE OF DISTANCES
Method of using: Find first town (in alphabetical order) in upper margin and trace downward to intersection with second town shown in left margin. The large number in the square thus found is the distance between the two towns and the smaller numbers are the routes used in obtaining this distance.
Example: Required the distance between Rock Hill and Columbia. First find Columbia in upper margin and trace downward to intersection with Rock Hill shown in left margin. The large number thus found (82) is the distance between the two points to the nearest mile, and the small numbers above are the routes used.
COLUMBIA
N O R T H C A R O L I N A
G E O R G I A
A T L A N T I C O C E A N

Charleston to 16 mile post paved, thence to Summerville to Orangeburg-Dorchester County line good. To Orangeburg to Columbia good except about 7 miles in Calhoun County which is fair. Columbia to Newberry road paved 18 miles; thence to Greenville good throughout. Greenville to Easley to Calhoun to Walhalla good. Walhalla to Georgia line fair.

Route No. 8.—National Highway: Grover-Blacksburg-Gaffney-Spartanburg-Greeaville-Anderson-Alfords Bridge. Good throughout. Toll bridge over Savannah River.

Route No. 12.—Jefferson Davis Highway: Augusta-Aiken-Batesburg-Lexington and Columbia, fair to good, throughout.

Routes Nos. 7 and 16. Charlotte-Rock Hill-Chester-Winnsboro-Ridgeway and to Columbia. Charlotte to Fort Mill under construction. Traffic advised to go by way of York road from Charlotte and turn to left about three miles from Buster Boyd bridge, over Catawba River, coming into Route No. 7 at Fort Mill. Fort Mill to Rock Hill, excellent. To hester, Blackstock, to Winnsboro to Ridgeway, fair to good. Ridgeway to Columbia paved except three miles south of Ridgeway which is fair.

Route No. 19.—Appalachain Highway: Newberry-Whitemire-Union-Glenn Springs-Spartanburg-Landrum and to Saluda, Hendersonville and Asheville in North Carolina good throughout.

Routes Nos. 29 and 21.—Dixie Highway: Asheville-Henderson ville-Greenville-Greenwood-Edgefield and Augusta. North Carolina line to Greenville to Ware Shoals good. Ware Shoals to Edgefield County line good. Edgefield County line to Edgefield, fair. Edgefield to Trenton unimproved but passable. Thence to Augusta good. Traffic can also go from Trenton via Route No. 27 to Aiken and No. 12 to Augusta. Trenton to Aiken good except five miles unimproved, but fair. Aiken to Augusta fair to good.

Routes Nos. 22 and 7.—Newberry-Greenwood-Abbeville-Calhoun Falls. Good throughout except detours around four bridges under construction between Abbeville and Calhoun Falls, detours fair.

Route No. 26. — Camden-Kershaw-Lancaster-Charlotte. Good throughout, short detour around bridge at Waxhaw Creek 7 miles north of Lancaster.

Routes Nos. 26, 41 and 44.—Camden-Sumter-Manning-Kingstree-Georgetown. Camden to Kershaw-Sumter line near Rembert good. County line to Rembert rough but passable. Rembert to Dalzell, concrete base open to traffic, fair. Dalzell to Manning good and mostly paved. Manning to Kingstree to Andrews to Georgetown fair to good but bumpy in places.

Route No. 3.—Columbia Sumter-Florence-Marion-Nichols. Columbia to Wateree River, excellent. Wateree River to Statesburg, good. Statesburg to Sumter detour by Wedgefield, good. Sumter to Mayesville, detour via Shiloh road, fair condition. Mayesville to Timmonsville to Florence paved road. Florence to Pee Dee fair to good. Toll bridge over Pee Dee River. Pee Dee to Marion to Mullins to Nichols, fair to good. Nichols to North Carolina line rough put passable. Advisable to go from Nichols via Green Sea to North Carolina. Nichols to Green Sea (Route No. 47) rough but passable. Green Sea to North Carolina line (Route No. 40) rough but passable.

Route No. 27. From Route No. 2 at Dorchester Via St. George-Branchville-Bamberg-Blackville-Aiken and Route No. 12 to Augusta. Dorchester to Reevesville good. Reevesville to Branchville to Edisto River very rough but passable. South Edisto River to White Pond good to excellent. White Pond to Aiken to Augusta, fair to good.

Routes Nos. 6, 30 and 1.—Charleston-Savannah Highway: Charleston-Jacksonboro-Waterboro-Yemassee and Ridgeland and Savannah. Charleston to Jacksonboro, paved for seventeen miles. Other section to Jacksonboro rough but passable. Jacksonboro to Walterboro good. Walterboro to Yemassee under construction, rough but passable, take detour from Hendersonville to Yemassee. Fair to Ridgeland. Under construction Ridgeland to Savannah River but in passable condition.

Routes Nos. 33, 1 and 30.—Orangeburg-Bamberg-Fairfax-Hampton-Yemassee and Beaufort. Good throughout to Fairfax. Fairfax to Hampton good. Hampton to Varnville under construction, but in a passable condition. Varnville to Yemassee good. Yemassee to Pocotalige to Beaufort good.

Routes Nos. 34 and 41.—Camden-Bishopville-Darlington and Florence. Good throughout.

Routes Nos. 9, 23 and 38.—Cheraw-Bennettsville-Dillon-Latta-Marion-Conway to Myrtle Beach. Cheraw to Bennettsville good. Bennettsville to Dillon County line fair. To Dillon good. Dillon to Latta good. Latta to Gallivants Ferry fair to good. Gallivants Ferry Swamp rough. Gallivants Ferry to Conway to Myrtle Beach fair but rough in places.

Route No. 50.—Jefferson Davis Highway: Columbia-Camden-McBee-Cheraw and Raleigh. Columbia to Kershaw County line 16 miles paved. County line to Camden good. Toll bridge over Wateree River. Camden to North Carolina line fair to good.

Routes Nos. 2 and 41.—Cheraw-Darlington-Florence-Kingstree-Moncks Corner-Charleston. Cheraw to Society Hill, fair. Society Hill to Darlington, under construction but fair. Darlington to Florence to Effingham good. Effingham to Cowards, under construction but passable. Cowards to Lake City good. Lake City to Kingstree fair to good but bumpy in places. Kingstree to Moncks Corner, under construction, rough but passable. Detour between Kingstree and Santee River via Greeleyville. Moncks Corner to Goose Creek, good. Goose Creek to Charleston, mostly paved.

Auto Suggestions

By William Ullman

HIGH-GEAR HILL CLIMBING.

The high-gear hill climber is first cousin to the scorcher, and both are bound to become wiser as time goes on.

These statements are made with the full understanding that the modern automobile is made to climb almost anything but trees. But to climb a steep hill on the high gear imposes the hardest kind of work not only on the engine, but also on every other part of the car. The lower gear ratios are provided for hill climbing and they should be used for it.

Once you have mastered the art of small talk, you do not need an automobile to run down your neighbors.

KEEP THIS IN MIND.

Q. A motorist invited a friend to accompany him upon a pleasure drive and during the drive met with an accident wrecking his car and injuring his guest. May the guest hold the motorist liable in damages for the injuries sustained?

A. The mere fact that the injured person was a guest will not excuse the motorist. If the injuries sustained were caused by the negligence of the motorist the guest may hold him liable, provided the guest was not guilty of contributory negligence. Broadly speaking, one who invites another to ride with him as a guest is bound to exercise reasonable care in the operation of his car, and if he fails to do this and injury results to the guest, the latter may hold him liable.

HOW TO IDENTIFY LEAKS.

To tell whether the engine is leaking gas, oil or water it is a good plan to spread a newspaper under the front of the machine when leaving it over night in the garage. Water and gasoline will soak through the paper, while oil will tend to remain on top. The odor of the saturated piece of paper will enable the driver to distinguish between water and gasoline. A certain amount of kerosene, however, will be found on the paper. This is due to condensation of the kerosene content in the modern gas we buy. This collects in the intake manifold when the engine cools and runs back into the carburetor, from where it overflows to the floor.

DID YOU KNOW—

That at the end of every 2,500 miles of service a tire should be deflated, dismounted, soapstone and grit removed, and the inside of the casing washed with gasoline?

That after drying, the inside should be dusted with talc, the tire mounted and the tube charged with fresh air—and then you're ready again for a spin over the hills and far away.

WORTH REMEMBERING.

Getting stuck in the mud is usually a nightmare for the average motorist. When he lets in the clutch one wheel spins around madly digging deeper into the mire while the other remains unconcerned. Or it may be that the wheels elect to exchange roles. Of course he can resort to wrapping the chains around the wheels to serve as mud hooks, but that's a job for a mud hen.

The simpler plan is to set the emergency brakes so as to just bind the wheels a bit. This offers each wheel enough resistance so that the power dashes back and forth from one wheel to the other and is forced to actuate each one gradually rather than be diverted by the differential entirely to one wheel.

After all is said and done, probably the greatest menace to automobiles is automobiles.

MOTOR CAR EXPENSE.

Ask the man behind the wheel what is the greatest item of expense to keep a car on the road, and he'll promptly answer, "Gas." Plumb his knowledge a trifle deeper and you'll find him confident that the next greatest item is tires.

In both of these almost universal opinions the car owner is wrong. Gas and tires are about equal in their cost to the car operator, constituting between ten and eleven per cent of the charges he has to pay to keep his machine running.

Repairs cost him 42 per cent, or about four times as much do either tires or gas, and yet he never seems to be aware of this. And the annual depreciation charge of 15 per cent he is wont to ignore entirely. He's a queer bird, is the average, everyday, motor-loving car owner.

PART OF WISDOM.

Consideration of the other driver is not always a matter of altruism; more often it is a question of one's own interests. Thus the man who tries to leave ample space for another car when he has parked isn't an easy mark who is too considerate of others but a wise driver who knows what a mess most drivers make of parking and how often they rip fenders off cars that are too near the battle ground.

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KEEP THIS IN MIND.

When tagged for violating a parking ordinance always look up the traffic officer on the beat and give him a sensible explanation of how you came to make a mistake. It doesn't always save you the trouble of appearing before the magistrate but sometimes the officer may consider your argument reasonable. He'll see that you want to learn what's right and what's wrong. In one instance where a business man made a very obvious and unwise error the officer told the man after being dismissed by the magistrate that they only tagged the car as a matter of form and that had he looked up the officer it wouldn't have been necessary to appear.

DID YOU KNOW THAT—

The throwing of oil on the right brake drum can be minimized—and sometimes entirely overcome—by driving more to the center of the road? Travelling for a long distance on a hot day over a road that has a very pronounced crown means that the rear axle, like the rest of the car, constantly slants to the right if the driver keeps religiously to the right of the road. If the washer of the wheel bearing is worn the thinned differential grease will work out and splash over the brake drum. Keeping the axle on the level will keep the grease where it belongs.

TWO TESTED TIPS.

When caught in a driving rain storm and forced to stop until the worst is over, wetting of the coil and other electric equipment under the hood can be prevented by turning the back of the car to the wind. This also obviates a lot of annoyance from leakage around the windshield.

When making an improvised covering for the gas tank filler pipe to take the place of a lost cap, be sure to allow some opening for air, otherwise the vacuum feed system will not operate.

SCREECHING BRAKES.

Screeching brakes are never pleasant, but they are sometimes worse than a mere annoyance as, for instance, when you are caught speeding through a small town at thirty miles an hour. Your idea is to stop as quickly as possible and as quietly, as a means of making the constable think he over-estimated the speed you were going. But what can you do if the brakes screech? It is a dead give-away. The man who can stop his car quickly and quietly gives the impression that he wasn't going in excess of the town limit. Screeching brakes are an unfair telltale.

FERRY BOAT PRECAUTIONS.

Merely setting the emergency brake when taking the car across a river by ferry is not sufficient assurance that the car will stay in place when the boat docks abruptly. Even when the car is placed in gear the shock may be enough to move it the distance necessary to cause a slight collision with the car ahead. The safest plan is to apply the service brake, in addition to the other precautions, just as the boat docks. At this point it is wise to remember to keep your eyes on the floor of the boat rather than on the back of the car ahead. Unless you fix the eyes on some very near object a slight movement of the machine will not be discernable. Cars have been known to roll off the ends of boats because the drivers did not notice that they were moving until it was too late.

WASHING THE CAR.

While the commonly used rubber hose is perhaps the best method of cleaning the lower portions of the car, such as wheels, running gear and mud-guards, it is positively injurious when used on the body and highly finished surfaces. The force with which the stream of water impinges on the surface causes the sand and dirt adhering to the body to be driven into the varnish, destroying its brilliancy, and no amount of polishing and rubbing will restore its former lustre. The body should be washed with lukewarm soap water and immediately dried with a soft chamois.

QUESTION AND ANSWER.

Q. An insurance policy upon a barn forbids the keeping of gasoline upon the premises. Is the keeping of an automobile in this barn with the unusual amount of gasoline in the tank a violation of this clause?

A. There is not much authority upon this point. But in a recent Kansas case the court held the keeping of an automobile, as described above, to be a violation of the insurance policy that would prevent recovery. Prudence would seem to dictate the obtaining of permission, or a waiver, from the insurance company before using in this manner a building thus insured.

OFFICIAL CAROLINA MOTOR CLUB HOTELS AND INFORMATION STATIONS

Asheville	Grove Park Inn
Asheville	Battery Park Hotel
Albemarle	Central Hotel
Blowing Rock	Mayview Manor
Charlotte	Selwyn Hotel
Chimney Rock	Mountain View Inn
Danville	Leeland Hotel
Durham	Malbourne Hotel
Franklin	Frank T. Smith, Druggist
Goldsboro	Kennon Hotel
Greenville	Pitt County Chamber of Commerce
Greensboro	Chamber of Commerce
Greensboro	O'Henry Hotel
Henderson	Vance Hotel
Hickory	Hotel Huffrey
Kinston	Hotel Tull
Lake Junaluska	The Southern Assembly
Linville	Eseeola Inn
Morganton	The Caldwell
Mt. Airy	Blue Ridge Hotel
Morehead City	Woodland Hotel
Oxford	Exchange Hotel
Raleigh	Yarborough Hotel
Raleigh	Bland Hotel
Rutherfordton	Iso-Thermal Hotel
Spartanburg	Cleveland Hotel
Shelby	Cleveland Springs Hotel
Southern Pines	Southern Pines Chamber of Commerce
Washington	Hotel Louise
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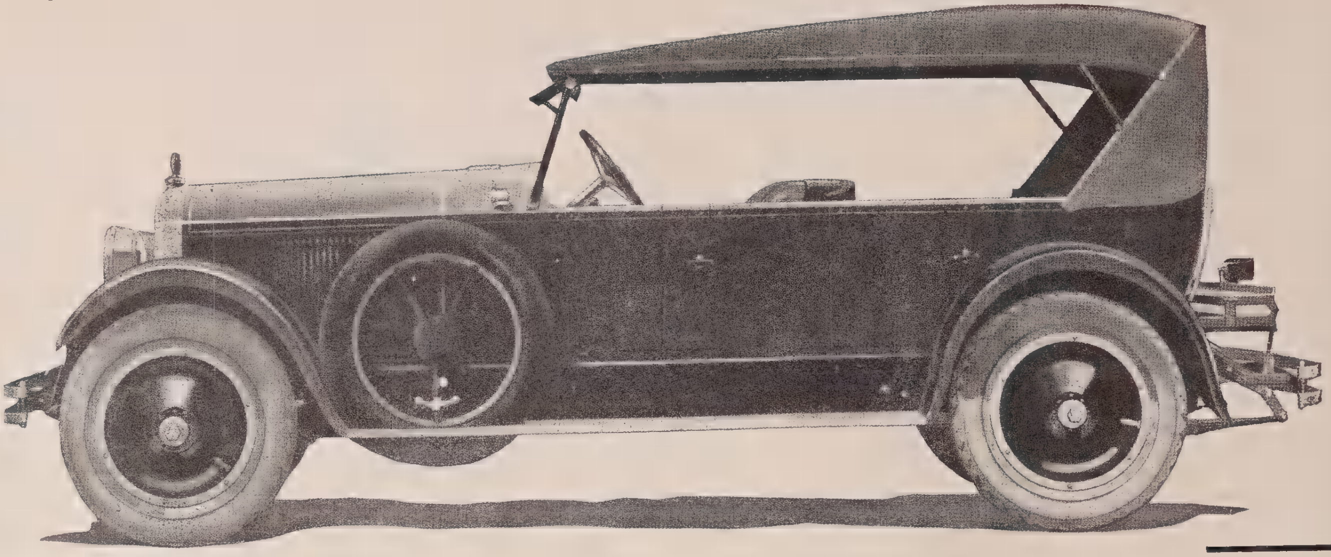


The New Paige

Try to Match Its Performance or Its New Price

HERE'S the new Paige—unmatchable—in performance and value. Pay what you please, you cannot buy more sure ability on the road or delightful docility in traffic.

More money will not buy a roomier car. Nor will it buy a more comfortable car, for Paige has the 131-inch wheelbase, the 5-foot spring, suspension, the balance, that gives utmost comfort.

Never Before So Fine a Paige

You know Paige as a large, able, comfortable, well-built car. Finer each year, say those who know it best. And the new Paige goes a step further. It is not only finer—but immensely greater value.

The big 70 h.p. Paige motor, with its silent, automatically adjusted timing-chain—is the motor of the new Paige. Refined for even greater service. The clutch and transmission which made Paige so easy to handle are retained with added smoothness.

Paige-Timken axles; sealed-in-lubrication universal joints of steel; ball-bearing steering spindles; the tremendous, unyielding frame—all of which added to Paige reputation for ruggedness—are found with improvements in the new Page.

Here's What the New Paige Will Do

Think of what it means to have a car that will do 70 miles an hour. Such a reserve of power means you can climb hills in high when others shift and stall—dash ahead of the crowd—means a motor you will never hurt by over-taxing.

Think of what it means to have a car with 11 feet of wheelbase, and rear springs more than 5 feet long. It means a car that takes you in unjolted comfort over roads which other cars hesitate to travel.

Think of having a motor so silent that you sometimes wonder whether it is running. So smooth that a pencil may be balanced on the radiator cap—so flexible that you can drive from 2 to 70 miles an hour in high gear. Think of all this at the startlingly low price of the new Paige.

New Low Prices Create New Value

Last year the Paige Phaeton cost $2450 factory Today the new Paige—still the same big, powerful quality car, refined in many ways, improved in style, bettered in performance—costs many hundreds of dollars less. You will be astonished when you inspect the car and then learn its price to find that you may now possess so fine a car so economically. It is a car, remember, that will stand comparison with the finest in appearance, performance and dependability. A finer Paige than ever before—at many hundreds of dollars less.

How Can We Do It?

How can we offer so much at such a price? The answer is simple: Three years ago our business was 15,000 cars a year. Now with the Paige-built Jewett, our capacity is 500 cars a day. The saving in overhead is responsible for the remarkably low price.

An Exclusive Car

Remember, there is only one Paige—the best we know how to build. There are no smaller, cheaper Paige models. You need never explain which Paige you own.

We will be glad to let you drive a Paige at your convenience.

ON DISPLAY AT CHARLOTTE AUTOMOBILE SHOW MARCH 3rd TO 8th

PAIGE

THE MOST BEAUTIFUL CAR IN AMERICA

MOTOR SALES & SERVICE COMPANY

503 S. TRYON ST., CHARLOTTE, N. C.

Drivers' License Needed

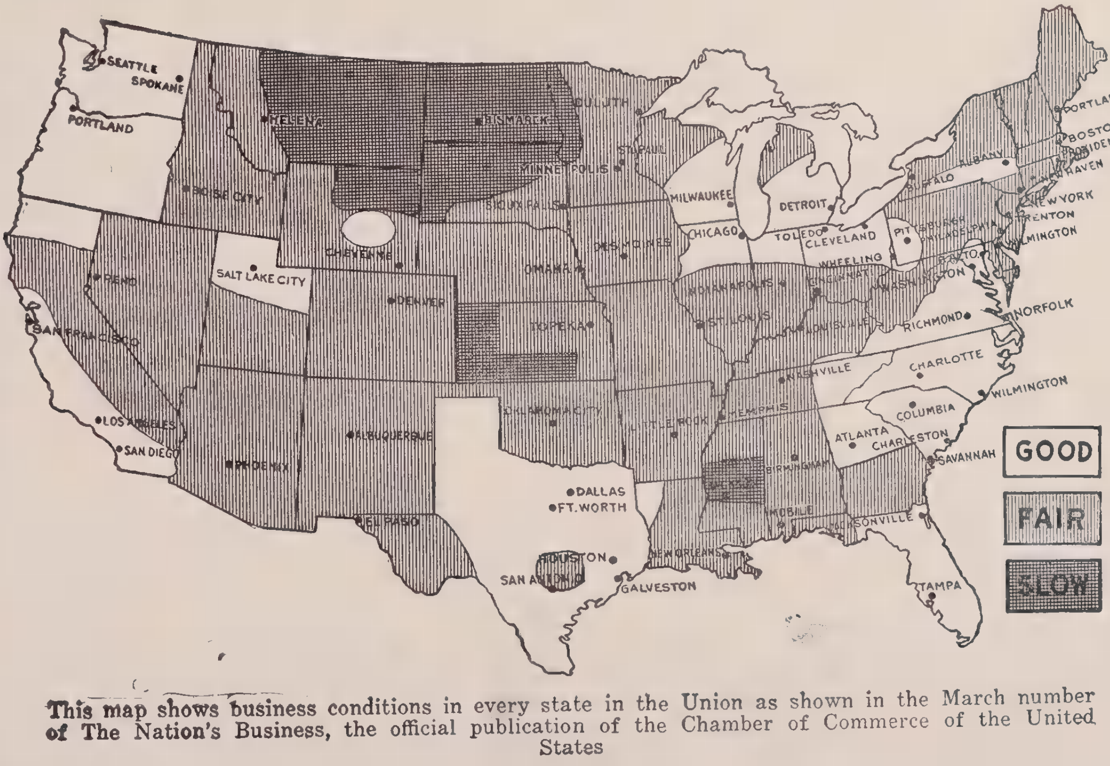
As the new year comes in I desire to congratulate you on the very excellent appearance of our paper, "Carolina Motorist," for the past year. Each number has been a little gem, and I treasure each one as it comes.

I believe our Club is doing a great work, and I also believe it has a greater future. I believe each member should keep an eternal vigilance on the law breakers and should strive to bring to their just punishment all reckless and drunken drivers of motor vehicles. Such drivers are a double menace, to themselves and innocent and careful drivers who may happen on the road with them. I note from the press reports that most of our accidents are due to the carelessness of drunken drivers and, if this the case, they should be dealt with severely. To this end would not a driver's license in the State be a good thing? Seems to me it would. same to be revoked for certain violations of certain laws regarding automobile travel.

J. W. P. SMITHWICK, M. D.
Member Board of Advisors

Another thing I would be glad for the Club to give consideration and that is to get some good Radio Broadcast Station to broadcast occasionally, say once a week, news concerning the condition of our highways. It might be well to map out a tour of some section of our state that would take in some of our best points for recreation and scenes and have it broadcasted. This all would be of great interest to prospective tourists, and be of considerable benefit to ourselves, as well. If I were permitted to select a Radio Broadcast Station for this purpose I would select that of the Westinghouse Electric and Mfg. Co., East Pittsburg, Pa., Station KDKA. That has excellent equipment and is heard every night all over eastern U. S.

These are suggestions on my part, but I believe them worthy serious consideration, and I do hope some action will be taken by the Club in this matter.



This map shows business conditions in every state in the Union as shown in the March number **of The Nation's Business,** the official publication of the Chamber of Commerce of the United States

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4th Annual Carolinas

Auto Show

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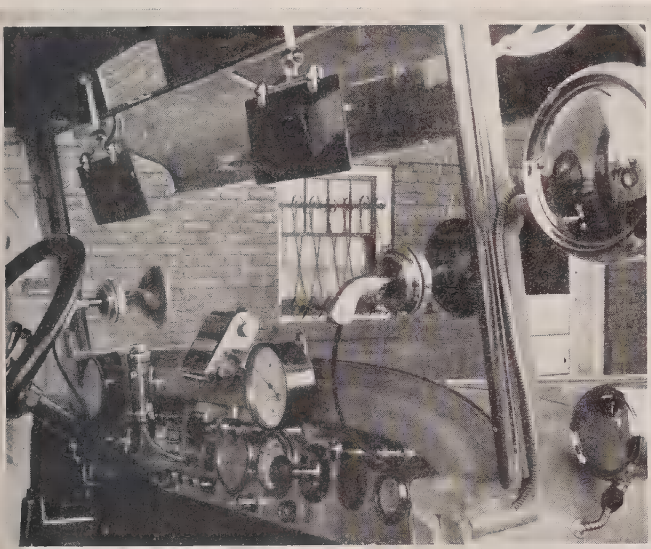
Always one of Carolinas' *high spots.* This 4th show will surpass all former shows. Come see the wonderful new body designs, the balloon tires, the two-wheelbrakes, the four-wheel brakes, the fours, sixes, eights, and twelve-cylinder models. Pat Conway's famous Military Band from the steel pier at Atlantic City will play afternoons and evenings. Added attractions, the Good Fellows Octett, and the Carolina Concert Club.

Yes It IS Different

Wayfarer IV Official Scout Car of A. A. A. Now Traveling Highways of West

Considered Most Completely Equipped Automobile In The United States

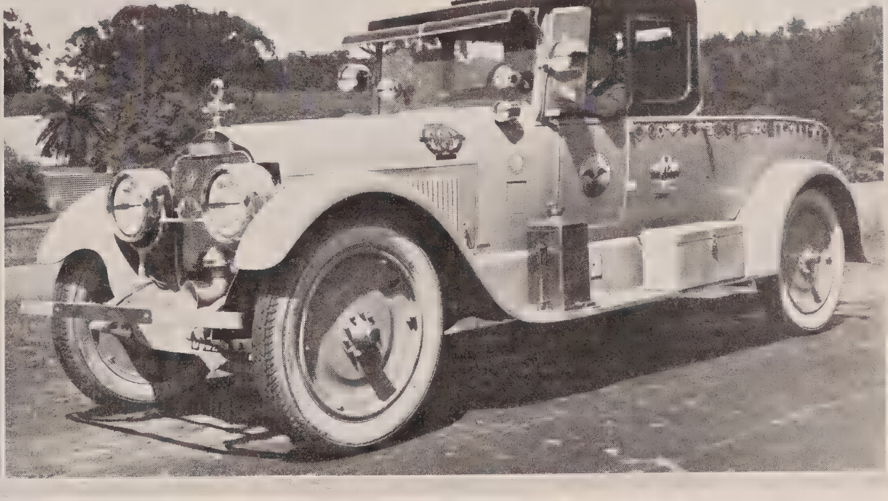
In order that the American Automobile Association may be in position to give its members accurate information and maps as to road conditions in the West and through the National Parks and National Forests, "Wayfarer IV," one of the official pathfinding cars of the A. A. A., is constantly traveling over the highways of the West, sending in daily reports of road conditions to the National headquarters of the A. A. A. in Washington.



Grade meter, altitude meter, thermometer, barometer, converted adding mcahine with special symbols to record road conditions, power driven winch, and caterpillar sand belts for rear wheels are a few of the "accessories" on this unique car. Push buttons oil the car. Gauges on the dash register amount of oil, gas, water, and condition of the battery. The entire outline of the body is inlaid with emblems of A. A. A. clubs.

This service has been made possible largely through the interest of Mrs. Stella M. Leviston in the development of the National Parks and the roads leading to them from the various parts of the country, and, in fact, of the entire Golden West.

For the winter work of checking road conditions in the West Mrs. Levinson put on the road a new car specially built for the purpose and probably one of the most completely equipped automobiles in use in the United States. It was built to expect the best road conditions but always ready for the worst. This car, known as "Wayfarer IV," a special White model 15-45, is piloted by "Danny' J. Nee, a veteran of seventeen transcontinental trips.



To picture this powerful automobile think of a machine equipped with every conceivable accessory and appliance that would make for constant running over perilous mountain roads, over trackless desert lands—a machine designed by a man, Danny Nee, who has the experience of 600,000 miles of transcontinental travel to draw from, who knew when he started building "Wayfarer IV" that he must build to meet and master road conditions.

Here are just a few of its features: It has a grade meter, altitude meter, thermometer, barometer, gas oil and water gauges on the instrument board. There also are two cigar lighters, three buttons that completely oil the car, controls for the twenty lights, a graduated dimmer, memorandum pad and oil pump. The windshield is protected by a sun visor and studded with six side and post lights. Two automatic visionators keep the windshield clear in rain, snow or fog. Inside two individual glare protectors of colored glass can be lowered at will. Four ventilators, two in the roof, two in the sides of the body, aided by an electric fan, keep the car comfortable in hot weather. The car also has brakes on all four wheels.

Bad roads, ordinarily impassable ones, mean little to Nee behind this White motor, because he is amply protected by a winch driven from the transmission, which will pull over twice the weight of the car, and also caterpillar sand belts for the rear wheels. He has gone one step farther and added a pickax, shovel, crowbar, extra front and rear springs as an extra safety equipment.

To the practical motorist, the large emergency containers for gas and water will appeal. They will also appreciate his foresight in placing a special dial on the dash which registers the condition of the battery at all times, whether it is under or overcharged and whether or not the supply of water in the battery is low.

Back of the seat, which is designed and suited especially for the comfort of Mrs. Leviston and Mr. Nee, is the most ingenious special equipment — a map-making machine made from a standard adding machine, the characters on the keys corresponding to the road symbols. Nee simply pushes a button, "right turn," "left turn," "garage," "bad road"—or any other important road information and it is immediately registered on the tape. At the end of the journey he can then send in his report, which is automatically accurate.

The car is as beautiful as a Pathfinder is expected to be, with lines that mark it as a "custom-built" job. Painted a battleship gray, the entire outline of the shell is inlaid with the emblems of the many motor associations and automobile clubs that are members of the American Automobile Association.

Mrs. Leviston has dedicated "Wayfarer IV" to the service of the motoring public.—From American Motorist.

A glimpse of the beautiful free camp grounds at Colorado Springs with Prospect Lake in the background

Pitching Your Tent Under Pike's Peak

By Jack F. Lawson

Colorado Springs lays claim to the distinction of being the pioneer in providing free camping grounds for the motor tourist. In addition to establishing the municipal camp site at Prospect Lake more than twelve years ago, a group of public spirited citizens financed the Pike's Peak Cottage City several years ago where the automobilist may obtain all the comforts of an outdoor hotel with the advantages of camping, at an extremely nominal sum.

The original site at Prospect Lake is now a well equipped camp of more than 70 acres, situated on the shores of a beautiful lake, on the edge of the city limits and easily accessible from all parts of the Pike's Peak region.

To the natural advantages provided by Nature, man has added many of the comforts of civilization, making the camp ideal from the motorists' viewpoint.

Water from the snowcapped Rocky Mountains is piped direct to the Prospect Lake free camp site, electric lights connected with the city power system, comfort stations, ample parking space for hundreds of motor cars, a dry and balmy climate unequalled anywhere, all combine to make the municipal camping ground one of the finest in the world.

All that is required of the tourist traveling cross-country in his car is that he register with the caretaker upon arrival at the camp. This is done for purposes of identification and frequently aids the postoffice and telegraph companies in locating visitors from other states.

Pike's Peak with historic Ute Pass shown below.

Thousands of motorists from every state in the Union annually camp at the Prospect Lake grounds. From far-off Maine, Florida, Oregon, Minnesota, Canada and even from Europe they flock to the Pike's Peak region each year. Every month in the year finds their cars parked at the camp.

They come in palatial limousines, medium-priced cars of every make in the catalog, and the humble, but ever present flivver. In recent years, an increasingly large number of "bungalow" tourists have been noticed at the municipal camp grounds. Some of the bungalow cars are fitted with every comfort of a home and the traveler rarely has to interrupt his journey overland to pitch a tent but lives in the car which frequently has more than one room.

View along the excellent highway that leads to the very summit of Pike's Peak.

Colorado Springs has adopted a policy of welcoming the motorist with open arms. Every inducement is made to offer him all comforts free that are within a certain limit. Nothing is done that will put the free camp ground in competition with the local hotels but the community has been actuated with the belief that the motor tourist is well worth cultivating.

He is welcomed for the additional business that naturally accrues to the merchants and also for the opportunity it affords the Pike's Peak region to display its natural attractions to the prospective permanent resident. Hundreds of motorists, coming here for a short visit in the summer time, have returned later to make their home. They have invested in Colorado Springs real estate, erected substantial homes and now are included among the most enthusiastic boosters for the Pike's Peak region.

Comedy, tragedy, pathos and romance all may be found during the season at the municipal camp grounds. There is the tale of the tourist from one of the southwestern states who endeavored to borrow a ham from a grocer near the camp.

"I have written back to the ranch for a ham and will repay you when it comes," was the rather original proposal made by the visitor.

Last summer, a party of four visitors from St. Louis left their car with all their camping equipment, valued at more than $1,000, and a large amount of jewelry, at the camp while they made a trip to the summit of Pike's Peak in a hired machine. They neglected to properly extinguish their campfire before departing and upon their return found a slowly cooling pile of ashes to welcome them.

Every summer witnesses several marriages at the camp between visitors from all parts of the country who have met for the first time in the intimacy of the tented city.

The Pike's Peak Cottage City, with its hundreds of small cottages and one-room cabins, also attracts thousands each summer. For three consecutive weeks in the 1922 season an average of 1,000 tourists registered daily at the twentieth century vacation resort. It is built in a park of 10 acres, with beautiful surroundings and with two mountain streams passing through the grounds.

Automobile Raising Level of Intelligence

Educators See Strengthening of Average Mentality Due to Operation of Motor Cars—High Type of Judgment Required in Driving Car Quickens the Wit and Sharpens Senses.

By William Ullman

AUTOMOBILING in America is raising the average level of intelligence, according to judges, educators and motor vehicle authorities who are in a position to note the trend toward a higher form of mentality through their daily contact with the automobilist.

In the opinion of one police official this condition is clearly demonstrated by the fact that were it not for a constant trend toward a higher type of mentality among drivers the number of traffic and highway accidents would be overwhelming.

As one educator puts it, the number of adults who are able to make even a pretense of swimming is relatively small. Yet there are at least 15,000,000 adults in America who are able to operate such a complicated mechanism as a motor car.

It is already recognized that until one has driven a car, or been privileged to know intimately the demands placed upon the driver of a motor vehicle, conceptions of distance, speed, acceleration and deceleration are not properly developed.

Constant practice in steering, stopping, accelerating, turning, backing and avoiding danger develops a type of judgment which could not be gained in so short a time by any other method.

Summing up the outstanding evidences of the rising level of intelligence as given from time to time by various educators it is seen that:

(1) Approximately one-seventh of the entire population of the country has learned the high points about an intricate mechanism which are necessary for its proper operation.

(2) An equal number of people know, through experience, an elaborate set of road rules, the drivers of some States being required to read or be taught the fundamentals as well as the details of the motor vehicle law.

(3) 63,560 service stations and repair shops are training thousands of young men to become skilled workmen on a wide variety of cars, the most standardized type of which is not regarded as being completely mastered by anyone.

(4) A complexity of traffic regulations, in addition to the radical increase in the complications and demands of traffic itself, has forced the millions who drive cars to learn to adjust themselves at a moment's notice to varying conditions, customs, laws and regulations.

(5) Virtually one-half the population is benefiting through the convenience in traveling as offered by the motor car. The exchange of ideas, customs and points of view has reached a new height due to the popularity of the automobile. The effect is recorded in the broadening of the average man's point of view.

(6) More is learned about America's topography, geography, industry, customs and climate, by means of the automobile, than is taught by the schools of the country.

(7) Motorists have been forced to absorb the details of the mechanism they operate, and many thousands of people who are not naturally of a mechanical turn of mind are finding themselves developing their mentality to a point where they comprehend the most intricate and modern theories and practices in engineering.

(8) The country has been flooded with educational literature covering the design, construction and ca of the automobile. At no other time in the worl history has engineering and mechanics been brought so close to the home.

(9) Each of the 253,104 employes of the motor vehicle manufacturing industry has the advantage of the most modern methods of production to spur him on to more efficient use of his abilities and to broaden his interests in invention.

But there are a number of sidelights on the subject, in addition to this summary of statements and opinions of those who are closely following the mental development of the people as a result of their motorization.

One of these concerns what psychologists would recognize as the "age span of active interest in the engineering features of the automobile." This is readily noted in the keen interest in automobiles as evidenced by both the very young and the old.

There was a time when a minor did not take any active interest in the theory or practice of anything mechanical until he had become an apprentice. And at a certain age all except those who were dependent upon their labor for their livelihood considered the subject of mechanics a closed book. But nowadays many children know more about the automobile than their parents, while grandmother and grandfather are always ready to learn how to drive, if they don't already know.

This encourages rivalry, with the result that those adults who are supposed to be in the prime of their mental life endeavor to keep always just a few laps ahead of the younger generation, as well as the older. No other invention has ever become such common knowledge among the rank and file of people.

The greatest advantage of the automobile to public intelligence, however, is its value in developing keener senses and sharpening the wits. It has been frequently noted by psychologists that automobile drivers very rapidly acquire a sort of sixth sense, which is nothing more nor less than a higher development of the usual five senses.

When the driver of an automobile is prevented from hearing he automatically sharpens his sense of sight or feeling to a point where he seems to "hear" anyway. Many drivers claim that they know when there is a car behind them without actually seeing it through the rear-view mirror. This is unquestionably the result of acute hearing developed through force of neccessity and constant practice in driving.

One physician has urged drivers to practice exercising the eyeball as a means of assuring safety through keener vision, which is just another evidence that the automobile, in developing the physiological functions of the average person, automatically strengthens the foundations for a stronger mentality.

In this way the automobile is believed to be making a valuable contribution to posterity at this time when the stupendous problems of the times call for the highest possible type of national intelligence.—(Copyright 1923 by The Ullman Feature Service.)

CAROLINIANS BUY MANY MEMBERSHIPS IN BANKRUPT AUTOMOBILE ASSOCIATION.

And Fail to Join Their Own. You can't get something for Nothing But Many Carolinians Seem to Think So.

For months several unreliable so-called Automobile Associations have been selling membership in the Carolinas.

One which the Carolina Motor Club has been trying to protect the car owners from is the United Automobile Association. This Association claiming offices in Washington, had an address with a public stenographer. They have been selling many memberships at $3.65 each, and making many garage contracts.

Many letters of complaint were found in the office at Washington, all of which goes to prove that the Carolina Motor Club was right in warning motorists not to purchase membership in this so-called organization. But can you believe that a large number of our good citizens have purchased these memberships, and a number of the garages in the State have found themselves with a contract that is—we'll leave this to the garage man to say.

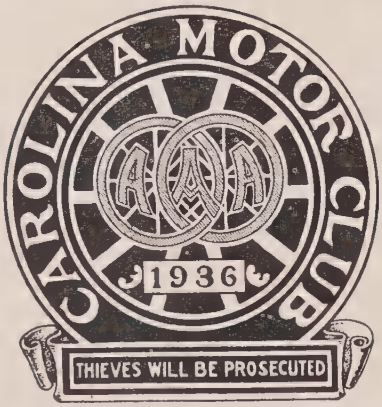
Discount organizations are not a success, they probably violate many laws, yet people join them because they are cheap.

Local Clubs in small cities have likewise been unsuccessful because of their limited membership and limited territory.

The Carolina Motor Club is founded on a basis that other organizations have proven to be a success. This Club is already a success, and though we do not have every car owner, eventually we believe every eligible car owner will be a member.

MOTORISTS ASKS WAR TAX REPEAL.

The Carolina Motor Club by direct work and thru the National Organization of the American Automobile Association has been right on the job endeavoring to have the five per cent excise tax removed from automobiles and parts. At the time this is written no satisfactory results can be reported, but members can rest assured that their interest in this matter is being properly looked after.



Free emergency road service is only one of the services available to the members of the CAROLINA MOTOR CLUB

There are scores of others—Ask about them.

Please send me "Emblem Folder", Explaining Services Carolina Motor Club.

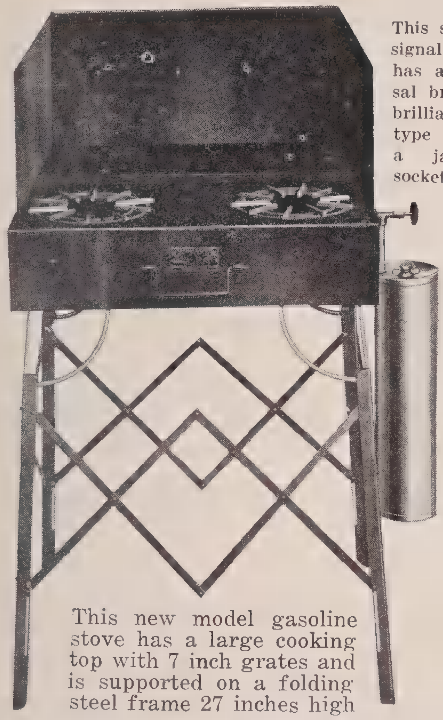
Mr. or Mrs. ______________________

Street ______________________

City or Town ______________________

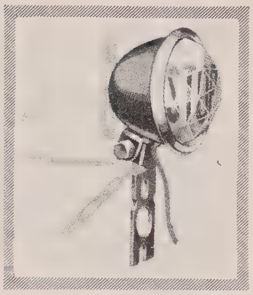
Make Car ______________ State ______________

ALLIES OF THE AUTO CAMPER

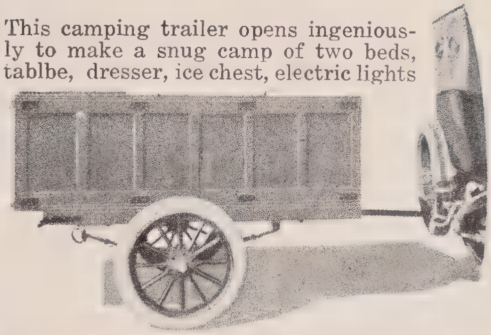


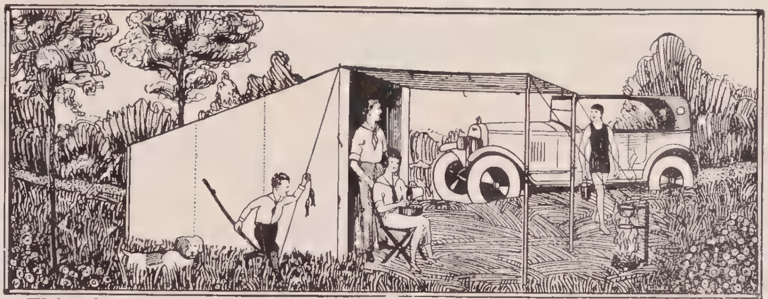
This new model gasoline stove has a large cooking top with 7 inch grates and is supported on a folding steel frame 27 inches high

This safety signal (right) has a universal bracket, a brilliant jewel type of lens, a jar-proof socket.



This camping trailer opens ingeniously to make a snug camp of two beds, tablbe, dresser, ice chest, electric lights





This dandy autotent is wetproof and has a new type of folding hinged poles.

The above square umbrella autotent is made of waterproof khaki colored cloth, special metal corners, and sewed-in floor.

At right is shown a combination that pleases the women; a sturdy folding table, aluminum cooking utensils. and a fine gasoline stove.

This popular style umbrella tent is as cozy as it looks and boasts the absence of the usual center pole. (Below.)

Courtesy Outing Recreation.

Emergency Road Service Available Only For Members on the Highway

Explained by W. H. Evans, *Assistant Manager*

A DEFINITION of Emergency Road Service for members may be in order at this time. During the cold weather in February and the other winter months many members sought service at places where it could not be given in accordance with the rules agreed by the club and The Official Service Stations doing the work. Some of these members were both disappointed and chagrined when they could not get the assistance they sought.

At the time the Emergency Road Service Department was instituted the rules were set forth in the Carolina Motorist, The Official publication of the club. Printed folders were also sent to each member. Since then of course, many hundreds of new members have joined the club and perhaps it is among the new members that the misunderstanding about the service has come up.

Emergency Road Service is exactly what the name implies. It is service rendered free of charge by the Club to members when their cars become stalled or will not start at times when they are on the highways at any point within the Carolinas. It does not include service when a member's car is parked in front of his home or at the alley in the rear of his home. Neither does it imply when a member's car is in his own garage or elsewhere on the premises. If the club were to render free service in this manner it would not be long until the annual service expense would come very near the total revenue obtained. Such service cost would soon overwhelm the Club and directly there would be no Club.

In the instruction booklet sent every member the form of service and how to ask for it is concisely outlined. If you have not received your copy or if you have lost it, now is the time to ask the office for another.

We can best explain Emergency Road Service to you by repeating what is contained in the folder heretofore mentioned. It follows:

Furnish the road service station with the information which is on your membership card, (Your name, residence address, membership card number, emblem number, license number, location of disabled car near what public building, and how is car disabled, if you know.)

Our station will send you a skilled mechanic to your aid immediately, he will either start your car (30 minutes) so that you can proceed under your own power or will tow you to our nearest official service station, without expense to you.

Should you wish your car towed to any other than our nearest service station, you must bear the expense after leaving said station.

We serve you twenty-four hours a day, seven days to the week.

You are entitled to this free service anywhere in North and South Carolina within five miles of an official service station. Your club is not in the repair business. We only render emergency road service and agree to do one of two things: Start you under your own power or tow your car to safety. We do not supply parts or accessories of any kind.

If your car is wrecked or disabled so it cannot operate under its own power, if there are broken parts or mechanical defects that cannot be repaired at the roadside within half an hour, our service man will immediately tow your car to our nearest service station. When it arrives there our responsibility ceases and you are at liberty to have your car repaired by whomsoever you wish.

In case of puncture, our service man will change your tires for you if you have a spare one, or he will put in a spare inner tube and inflate it. In no event will they repair punctures except at the expense of the member.

If the car can't operate under its own power, without damage to itself you are entitled to our service. You must take it to a garage and arrange for its repair at your own expense.

Should you require gasoline, our service man will bring you two gallons to enable you to proceed to a gas station. The member pays for the gas, the service being free.

As the name indicates, this is road service and no service of any kind will be rendered in a private or public garage.

The Club requests that you do not tip our service men as they are paid by us in every case commensurate with service rendered.

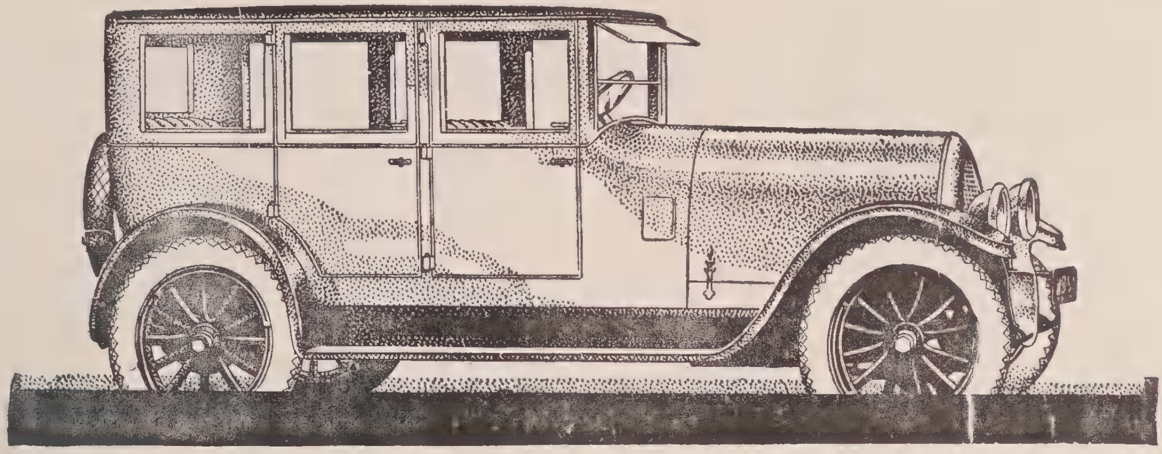
In case of a wreck where the car is insured, the member must pay the service garage for the tow, as the insurance reimburses him for this.

All service stations used by the club in rendering you aid are under bond to the club guaranteeing to our members prefered service. We will appreciate information and will carefully investigate any lack of service on the part of our Official Service Stations or discourtesy on the part of their employes.

During February and the other cold months, there were days when the service organizations was literally swamped with requests for aid. On those days there were undoubtedly some members who were forced to wait for some time before service was rendered. That was unfortunate. But under the circumstances the stations handled all the calls they could possibly take care of.

On the cold days practically all service calls resulted from inability to start on account of cold motors. Some members had even permitted their cars to stand out for hours with no anti-freeze solution in the radiator, an indication of extreme carelessness on their part.

The club has over 150 service stations throughout the Carolinas, and others are being added every day.



One of the delights of owning a Franklin is the unusual comfort it gives over the road

SEE IT AT THE CHARLOTTE AUTOMOBILE SHOW, SPACE No. 6—MARCH 3rd to 8th.

WOODSIDE MOTOR COMPANY

10-12 N. Church St., Charlotte, N. C.

DISTRIBUTORS

USL STORAGE BATTERY SERVICE

Attractive Battery Dealers' Proposition to offer in unclosed territory, both North and South Carolina.

24-HOUR SERVICE

On Armature Rewinding Starter & Generator Repairing

NORTH & SOUTH CAROLINA BATTERY CO.

400 S. TRYON ST.

CHARLOTTE, N. C.

DODGE BROTHERS MOTOR VEHICLES

CHAS. E. LAMBETH

MOTOR CO., Inc.

810 W. First Street, Charlotte, N. C.

LAMBETHS, INC.
Rockingham, N. C.

HICKS-LAMBETH MOTOR CO.
Gastonia, N. C.

See our exhibit, Space 12
Charlotte Automobile Show
March 3rd to 8th

CAROLINA MOTOR CLUB
OFFICIAL
GARAGE
AAA
CERTIFIED SERVICE

(Town, Name, Hours for Service, Phones—Day and Night, in order.)
Asheville—Weaver Motor Co.—8 A. M.-7 P. M.—2211-840-L-3.
Asheville—Cazel Auto Service Co.—12 A. M.-12 P. M.—358-358.
Albermarle—Auten-Wolft Motor Co.—All Hours—126-126.
Asheboro—Highway Service Station—All Hours—142-27.
Black Creek—Aycock Auto Co.—4003.
Blowing Rock—Service Garage—All Hours.
Brevard—McCrary Motor Co.—6 A. M.-12 P. M.—198.
Bryson City—Sandidge Motor Co.—All Hours—82-2.
Burlington—Midway Auto Co.—7 A. M.-8 P. M.—J-812.
Burlington—Front Street Service Station—6 A. M.-12 P. M.—241.
Chadbourn— D. R. Connors Garage—7 A. M.-6P. M.—2 Rings; 3 Rings.
Charlotte—Auto Inn—All Hours—24-24.
Charlotte—Rust Motor Co.—7:30 A. M.-6 P. M.—218 (Studebaker service only.)
Charlotte—Bradshaw Auto Service Co.—Never Close—1653-1653.
Concord—Cabarrus Motor Co.—6 A. M.-11 P. M.—400-132-L.
Danville, Va.—Automotive Service Co.—7 A M.-12 P. M.—45-11.
Dillon, S. C.—Anderson & Covington Garage—7 A. M.-12 P. M.—54.
Dunn—Z. V. Snipes Garage—6: 30 A. M.-10:00 P. M.—24-168.
Durham—Durham Motor Car Co.—7 A. M.-9 P. M.—410.
Draper, N. C.—Auto Repair Co.—7 A. M.-9 P. M.
Elm City—Braswell Motor Car Co.—All Hours—237.
Enfield—Thos. E. Marshall—7 A. M.-8 P. M.—262-211J.
Fairmont—Webster Motor Co.—7 A. M.-8 P. M.—39-24-23.
Franklinville—Franklinville Motor Co.—All Hours—95-95.
Fuquay Springs—H. H. Sessoms Garage—7:30 A. M.-6:30 P. M.
Fayetteville—Universal Garage Co.—7 A. M.-6 P. M.—186-187.
Fayetteville—Lewis Motor Co.—All Hours—1082. (Dodge Service only.)
Fayetteville—J & N Motor Co.—7 A. M.-6 P. M.—75-75.
Franklin—Porter Motor Co.—7 A. M.-9 P. M. 45-45.
Gastonia—Red Lion Service Co.—7 A. M.-10 P. M.
Gastonia—Craig Chevrolet Co.—7 A. M.-7 P. M.—918-918.
Goldsboro—Harris Motor Co.—7 A. M.-10 P. M.—838-482.
Goldsboro—Standard Motor Co.—7 A. M.-6 P. M.—872 Lincoln-Fords only.
Graham—Moon Motor Co.—7 A. M.-10:30 P. M.—558J-558J.
Greensboro—Greensboro Motor Car Co.—7 A. M.-6 P. M.—2500-1020W (Buick Service only.)
Greensboro—Boren & Swaim Service Stations (Gasoline and oil service only.)—7 A. M.-10 P. M.—51.
Greensboro—Guilford Motor Car Co.—7 A. M.-12 P. M. for storage—8 A. M.-6:30 P. M.—166-166. (Franklin and Nash service only.)
Greensboro—Coble & Starr Motor Co.—7 A. M.-10 P. M.—678-684.
Greensboro—Mebane Motor Co.—(Dodge service only)—7;30 A M.-6 P. M.—2351-2351.
Greensboro—Thos. C. Hunt, Inc.—8 A. M.-6 P. M.—260-227-J. (Packard service only.)
Greensboro—Winder Oil Co.—6 A. M.-12:30 P. M.—2605-2605.
Greensboro—Armfield Motor Co.—All Hours—1918.
Greensboro—Arcade Service Station—All Hours—3428.
Greensboro—Ashboro Street Garage—6:30 A. M.-10:30 P. M.
Greenville, N. C.—Sugg Motor Co.—7:30 A. M.-9 P. M.—429.
Hamlet—Seaboard Filling Station—7 A. M.-10 P. M.—143.
Hamlet—Auto Inn—6 A. M.-10 P. M.—71W-71W.
Henderson—Stevenson Motor Service Co.—8 A. M.-9 P. M.—125.
Hendersonville—R R Motor Co.—7 A. M.-12 P. M.—27.
Hickory—Hickory Motor Corporation—6 A. M.-11 P. M.—405-24.
High Point—White Way Motor Co.—7:30 A. M.-10 P. M.—393.
High Point—Sheraton Garage—All Hours, Close Sunday 9.30-1 P. M.—2485-2485. (Open for Road Service 7 A. M.-6 P. M.)
Hillsboro—Orange Motor Co.—7 A. M.-6:30 P. M.—98-110.
Jamestown—Jamestown Motor Co.—7 A. M.-10 P. M.—5321-5321.
Kannapolis—R. M. Housel Garage—6:30 A. M.-9 P. M.—33-133-150.
Kinston—Kinston Garage, Inc.—6.30 A. M.-10.30 P M.—414.
Laurel Hill—Pate Overland Co.—7 A. M.-6 P. M.—3911-3905.
Laurenburg—McNair Automotive Co.—7 A. M.-6 P. M.—303.
Lenoir—Merrit Motor Co.—Phone 52.
Lexington—Gray Motor Co.—All Hours—353.
Leaksville, N. C.—Leaksville Motor Co.—7 A. M.-12 P. M.
Liberty—Smith Motor Co.—7 A. M.-6 P. M.—75.
Lincolnton—Hinsons Garage—7 A. M.-10 P. M.—291-296.
Louisburg—Beck's Garage—7:30 A. M.-11:30 P. M.—311-46.
Lumberton—Townsend Motor Co.—7 A. M.-6 P. M.—196-154.
Madison—Rockingham Auto Co.—7 A. M.-7:30 P. M.—45.
Marshville—Marshville Motor Co.—7 A. M.-9 P. M.—154.
Maxton—Wilbarn Service Co.—7 A. M.-9 P. M.—215.
Mebane—James Warren Motor Co.—9 A. M.-6 P. M.—100-100.
Mebane—Elkins Motor Co.—7 A. M.-6 P. M.—134-91.
Monroe—Monroe Motor Co.—7 A. M.-7 P. M.—599.
Mebane—Mebane Auto Co.—6 A. M.-9 P. M.—97-97.
Morehead City—Service Garage—7 A. M.-6 P. M.—1J-10-J.
Morehead City—Morehead City Garage—6 A. M.-6 P. M.—100-122J.
Morganton—Erwin Bolton Motor Co.—7 A. M.-6 P. M.—112.
Mt. Olive—J. L. Hatchers Garage—7:30 A. M.-10 P. M.—32-133.
New Bern—Automotive Service Co.—7 A. M.-12 P. M.—866-868.
Mt. Airy—General Motor Co.—6 A. M.-6 P. M.—42.
Nashville—Wheeless Motor Co.—6 A. M.-10 P. M.—68-96J.
New Bern—Willis Motor Co.—7 A. M.-8 P. M.—287-794.
New Bern, N. C.—Service Motor Co.—7 A. M.-12 P. M.—600-93.
Newton, N. C.—City Service Station—7 A. M.-9 P. M.—197-141.
North Wilkesboro—W. W. Call Motor Co.—7 A. M.-6 P. M.—238.
Oxford—Crenshaw Motor Co.—7 A. M.-6 P. M.—1635.
Oxford—Granville Motor Co.—6:45 A. M.-6 P. M.—90-1R.
Pinnacle—Pinnacle Motor Co.—7 A. M.-10 P. M.
Ramseur—Moore Motor Co.—7 A. M.-7 P. M.—116-5.
Randleman—Randleman Motor Co.—7 A. M.-7 P. M.—97-85.
Roanoke Rapids—Joyner Motor Co.—7 A. M.-6 P. M.—226.
Rockingham—Jenkins Buick Garage—7 A. M.-11:15 P. M.—341.
Raleigh—Motor Service Co.—6 A. M.-10 P. M.—777.
Raleigh—Franklin Auto Sales Co.—7:30 A. M.-6 P. M.—715-715. (Franklin service only.)
Raleigh—Sugg Motor Co.
Raleigh—Phinney Sales Co.—8 A. M.-5:30 P. M.—2065.
Reidsville—Square Motor Co.—7 A. M.-6 P. M.—357.
Rockingham—Jenkins Buick Co.
Rocky Mount—Edwards Cutchin Motor Co.—All Hours—362-362.
Roxboro—Crowell Auto Co.—7 A. M.-8 P. M.—77.
Smithfield—Sanders Motor Co.—6 A. M.-11 P. M.—168-7406.
Salisbury—Cal Cutting Motor Service Co.—7 A. M.-9 P. M.—441
Salisbury—Motor Tire&Service Co.—7 A. M.-10 P. M.—456W.
Sanford—Hanner Motor Co.—7 A. M.-6 P. M.—200.
Shelby—Thompson Higgins Motor Co.—All Hours—517-129.
Snow Hill—Moye Motor Co.—6 A. M.-10 P. M.—11J-11W.
Southern Pines—Davis Motor Co.—7 A. M.-11 P. M.
Southern Pines—Federal Service Station—7 A. M.-12 P. M.—308.
Spartanburg, S. C.—Magnolia Oil Co.—6:30 A. M.-12 P. M.—1486-1486.
Statesville—Yount Motor Co.—7 A. M.-8 P. M.—41.
St. Pauls—Auto Supply Co.—7 A. M.-7:30 P. M.—54.
Sylva—J. S. Higdon's Garage—7 A. M.-7:30 P. M.—1.
Summerfield—Square Motor Co.—7 A. M.-9 P. M.—262-211J.
Starr, N. C.—Seward Garage—7 A. M.-6 P. M.
Spray, N. C.—Spray Motor Co.—7 A. M.-10 P. M.—297.
Thomasville—Motor Service Co.—7 A. M.-9 P. M.—368.
Tarboro—Corbett Bros. Garage—7 A. M.-6 P. M.—49.
Thomasville—Bob's Garage—Route No. 2—6 A. M.-9 P. M.—5228.
Wallace—Wallace Motor Co.—7 A. M.-8 P. M.
Warsaw—Thomas Motor Co.—7 A. M.-6 P. M.—53.
Waynesville—Swift Motor Co.—7 A. M.-6 P. M.—176.
Washington—Claude L. Carrow Garage—7 A. M.-6 P. M.—330.
Weldon—Bounds Motor Co.—7 A. M.-9 P. M.—207-226.
Wilmington—MacMillan & Cameron—All Hours—15-15.
Wilmington—McMillan & Marshburn—7:30 A. M.-7 P. M.—52-1417L-2.
Wilson—Ruffin Filling Station—All Hours—912-626-478-1300.
Winston-Salem—Ideal Motor & Equipment Co.—All Hours—103-107.
Warrenton—Roy Davis Garage—7 A. M.-9 P. M.—60-143J.
Williamston—B. R. Barnhill Garage—7 A. M.-7 P. M.—201-158.
Wilmington—McMillan Garage Co.—All Hours—250-250.

HOW TO OBTAIN EMERGENCY ROAD SERVICE

Do not fail to carry your membership card. No service will be given unless you have it with you when asking for aid. When you require Emergency Service, telephone nearest Official Garage listed.

Furnish the Official Garage with the information which is on your membership card.

Our nearest Official Garage will immediately send a mechanic to your aid; he will either start your car in thirty minutes so you can proceed under your own power or will tow you to our nearest Official Service Station, without expense to you.

Should you wish your car towed to any other than our nearest Service Station, you must bear the expense after leaving said station.

Your Club is not in the repair business. We only render Emergency Service and agree to do one of two things: Start you under your own power or tow your car to safety. We do not supply parts or accessories of any kind.

If your car is wrecked or disabled so it cannot operate under its own power; if there are broken parts or mechanical defects that cannot be repaired at the roadside within a half hour, our Service man will immediately tow your car to our nearest service station. When it arrives there, our responsibility ceases and you are at liberty to have your car repaired by whomsoever you wish.

In case of a puncture, our Service man will change your tires for you if you have a spare one, or he will put in a spare inner tube and inflate it. In no event will they repair punctures except at the expense of the member.

If the car can operate under its own power, without damage to itself, you are not entitled to our service. You must take it to a garage and arrange for its repair at your own expense.

Free Emergency Road Service is rendered to a distance of five (5) miles only, and a limit of thirty (30) minutes free work after reaching the car. Distance and time in excess will be paid for by the member.

Should you require gasoline, our Service men will bring you one gallon to enable you to proceed to a gas station. The member pays for the gas, the service being free.

As the name indicates, this is EMERGENCY ROAD SERVICE and no service of any kind will be rendered in a private or public garage.

The Club requests that you do not tip our Service men as they are paid by us in every case commensurate with service rendered.

In the case of a wreck where the car is insured, the member must pay the Service Garage for the tow as the insurance company will reimburse him for this.

Official Service Garages

All Service Stations used by the Club in rendering you aid are under a bond to the Club guaranteeing to our members preferred gate any lack of service on the part of our Official Service Garages service. We will appreciate information and will carefully investi- or discourtesy on the part of their employees.

Polarine
THE "STANDARD" OIL
FOR MOTOR LUBRICATION

STANDARD THE BALANCED GASOLINE

Is the Only Gasoline Made in the CAROLINAS

Sold by Dealers
Throughout the Carolinas and at Our Service Stations
as Follows:

North Carolina

ASHEVILLE—	College and Oak Sts. Biltmore Ave. Broadway and Asenathe St. Patton Ave. Opposite Grove St. Southside Ave. and Coxe St.
CHARLOTTE—	East Ave. and McDowell St. 706 W. Trade St. S. Tryon and Morehead St. Mint and 4th Sts.
CONCORD—	Corbin and Union Sts.
DURHAM—	E. Main and Walker St. W. Main and Milton Ave. Mangum St. and Riggsbee Ave.
GASTONIA—	Franklin Ave. and Broad St.
GOLDSBORO—	Mulberry and James Sts. Ash and John Sts.
GREENSBORO—	Summit Ave. and Walnut St.
HENDERSONVILLE—	S. Main St. and 2nd Ave.
NEW BERN—	Middle and Broad Sts. Front and Craven Sts.
RALEIGH—	Fayetteville St. Blount and Morgan Sts. Hillsboro and West Sts.
ROCKY MOUNT—	Marigold and Washington Sts.
SELMA—	Raeford and R. R. Sts.
STATESVILLE—	Broad and Tradd Sts.
WASHINGTON—	Market and 2nd Sts.
WILSON—	Green and Lodge Sts. Goldsboro and Bank Sts.
WINSTON-SALEM—	Burke St. and Brookstown Ave 3rd and Trade Sts. Liberty and Chestnut Sts. S. Main and Mill Sts.

South Carolina

AIKEN—	Hayne Ave. and Pendleton St.
ANDERSON—	S. Main and Morris Sts. N. Main and Tribble Sts. N. Main St.—at S. O. Co. Plant
CHARLESTON—	Meeting St. and Ashmead Place Rutledge Ave. and Cannon St.
COLUMBIA—	Sumter and Taylor Sts. Hardin St. and Saluda Ave.
DARLINGTON—	North Main St.
GREENVILLE—	Buncombe and Atwood St. Pendleton and Irvine Sts. S. Main Opposite River St.
GREENWOOD—	Maxwell and Edgefield Ave
NEWBERRY—	Main St.
ROCK HILL—	Main and Hampton Sts.
SPARTANBURG—	E. Broad and Church Sts.
YORK—	Main and Liberty Sts.

Standard Oil Co.
New Jersey

“Ask the Man in the Moon”

T. and H. Motor Co.,

Greensboro, N. C.,
February 7, 1924.

Dear Sirs:—

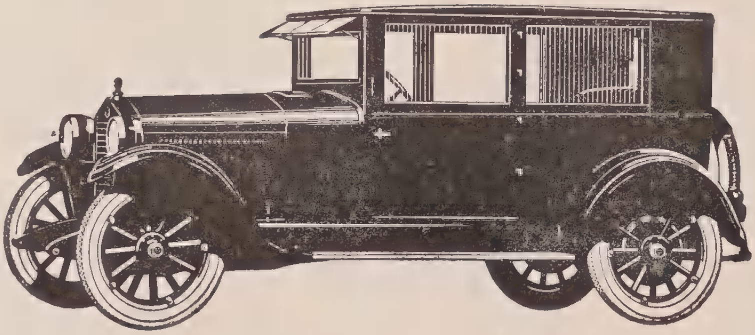
About two years ago I bought a Moon Coupe which had been used about one year. This car has been in continual service since that time, good deal of time on road carrying a heavy line of dry goods samples. It has been always entirely satisfactory. I've had two years of service at practically no expense. I'm glad to recommend the Moon.

R. S. WIMBISH,
112 West Fisher Ave.
Salesman Ely & Walker Dry Goods Company, St. Louis.

T. & H. MOTOR CO.

Distributors

111 S. DAVIE ST. GREENSBORO, N. C. PHONE 2472



HUDSON

A Finer Coach on a New Super Six Chassis

In lines it is one of the most beautiful cars ever built by Hudson. More spacious seating, wider doors and longer body provide an even greater measure of passenger comfort.

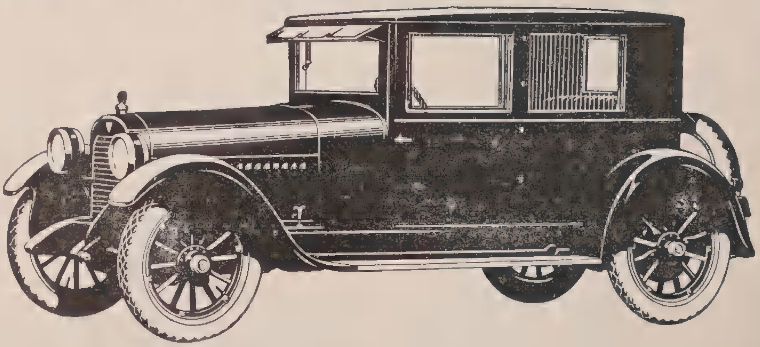
NOTHING LIKE IT.

THE NEW ESSEX COACH

A Six—Built by Hudson

A 30-Minute Ride Will Win You

Take an early opportunity to see it. These fine cars will be on display at the Charlotte Automobile Show March 3rd to 8th at the Carolinas Exposition Building, Charlotte, N. C.



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NASH

ANNOUNCES

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Now Nash, with characteristic Nash originality in body design, has spanned the gulf between the open car purse and enclosed car luxury with this new Special Sedan.

It is bound to create a great new army of enclosed car owners because it is priced down to a point but little above that of an open car.

And at the same time it embodies the most distinctive excellence both in the craftsmanship of the body and the select tastefulness of its extensive appointments.

When you study this Special Sedan and learn from your Nash dealer the price, it is certain to impress you as the outstanding achievement of the new year.

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PROTECTION SHOULD BE PROVIDED AGAINST RECKLESS DRIVING.

Since the advent of the motor vehicle, traffic has completely revolutionized; it is more congested, and travels at a much higher rate of speed than when old "Dobbin" was in his glory. Recklessness has become rampant among the irresponsible element. Pedestrians and other motorists are being run down, damaged, injured and killed by this class of owners and there is no method by which they can be held accountable because they are financially irresponsible and carry no insurance. It does not make so much difference to the well-to-do classes because they can afford to repair their damages and pay for the losses which they sustain, but when the poorer classes sustain a loss by being run into by one of these irresponsible owners, it always works a great hardship upon them because they can ill-afford the loss.

The bootlegger, rum runner, night hawk and other undesirable classes title their cars in the name of a third person and then if an accident happens, there is nobody liable who could be made to pay for the loss.

The public is therefore demanding that something be done to give them some reasonable degree of protection, claiming that if the State licenses a high powered vehicle, capable of great speed, to be operated upon the public highways, that it should also compel the owner to whom it issues such license to provide reasonable protection for the public.

The Carolina Motor Club is not only on the alert to prevent legislation which would be unfair and injurious to the motoring public, but it is ever mindful of the fact that existing laws should be improved, corrected and supplemented when it is found that they are not being properly administered or that they are working an injustice and hardship upon the motorist or that they do not fully meet the requirements for his protection and for the subservance of his interest.

Carolina Automobile Show Commencing Feb. 3rd to 8th Inclusive, Will have on display at one of its exhibits the

FLINT SIX

W. C. Durant's latest automobile success.

FLINT

SIX

The FLINT SIX is manufactured by the Locomobile Company of America, an organization renowned for a very high quality product.

We cordially invite you to inspect the FLINT L-head type motor, containing a seven-bearing crankshaft. Among other striking features that goes to make up the FLINT SIX is the frame that has Durant's famous tubular steel back bone.

Representatives in attendance will cheerfully demonstrate the merits and superiority of the FLINT SIX. For the benefit of those interested in some very desirable territory still open, apply—

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Is a polite message to the literary and business world, which reflects upon the character of the author and the producer of typography. Take into consideration the quality, price and dispatch when in the field for correct printing.

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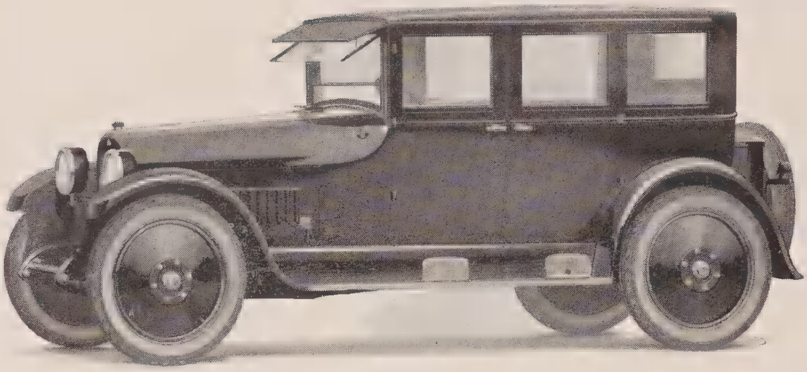
NASH MOTORS ERECTS NEW BUILDING 600 BY 190 FEET IN SIZE.

Entering on the final period of the biggest year in the history of the company, Nash Motors, preparing for even bigger things in 1924, has begun work of construction on an addition to its six cylinder car plant in Kenosha in the form of a building 600 feet in length and 190 feet wide. This building, to be used for the housing of finished cars ready for shipment, will be of steel and concrete construction. It will be equipped with loading docks and with every facility for the quick and safe handling of finished cars.



NASH
Model 698—Four-Door Coupe

"Because of the sound growth of our business we have found it advisable and necessary to make this large addition to our Kenosho plant," said C. W. Nash, president of The Nash Motors Company. "When the new building is completed it will immediately facilitate increased production. The space now occupied by the shipping department in our present buildings will become available for use in active production work, making possible increased operations in several of our departments.

"The present year so far has been the largest in point of production and sales in the history of The Nash Motors Company. The public seems to have confidence in our product and we have every reason to believe, therefore, that the increased demand for Nash cars next year will fully justify our plant extension."

Including the Nash plant at Kenosho, the Nash plant at Milwaukee, and the Seaman body plant also at Milwaukee (one-half ownership of which is vested in Nash Motors) there are one hundred and fifty-six acres of ground devoted to the process of production. Over 2,400,000 square feet of floor space are at present occupied by various departments and more than 7,000 workmen are carried on the payroll.

AUTO SUGGESTIONS.

Just how to obey the notice "Fine for Speeding" would be a puzzle to most drivers who take things literally.

Worth Remembering.

A freshly tarred road is no place for a cord tire with a loose tread. In rolling over the surface of the roadway the tar will cause the thread to stick to the road rather than to the carcass of the tire—thus causing it to loosen still more and perhaps strip off. If it is absolutely necessary to use the tarred road with tires in such condition, slow driving will help some.

Did You Know That—

When changing a tire a little vaseline smeared on the bolts through the wheel felloe will help to make the lugs screw on easier? Much of the crossing of threads is due to the fact that the bolts become dusty and rusty. With such obstructions the thread of the lug is likely to cross with that of the bolt, and an impatient twist of the wrench does the rest.

THE MOON A DISTINCTIVE CAR

You are at once fascinated with its modernly fashionable lines—its massive appearance—its sturdy strength Look inside—how thoughtfully every little refinement has been provided—how luxuriously fitted. Its generous proportions bespeak the accessibility and comfort which its interior appointments insure.

Specially wide doors that close with characteristic Moon precision. Seats with tailor-fit cushions designed to give maximum comfort on long trips. Auxiliary seats large and roomy.

The new 1923 series of Moon cars comprises an unusually attractive and complete line of open and closed models.

EXPECT GREAT THINGS

V63

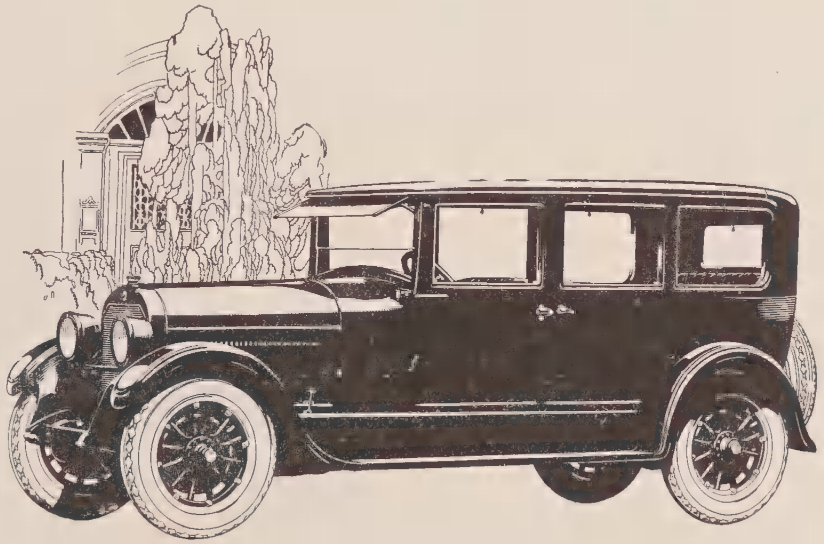
Sincerely, indeed, does Cadillac invite you to approach the new V-63, in its various body styles, with great expectations.

Typically representative of the greater beauty and advanced refinements which characterize the new V-63 bodies, it is an outstanding example of finest coach building.

In the thirteen V-63 body styles, Cadillac has produced bodies unsurpassed by the costliest custom-built creations.

More roomy, more comfortable, more luxuriously appointed—with every line symmetrically and harmoniously blended, type V-63 Cadillac bodies reveal more impressive worth on more intimate acquaintance.

And with these superb new bodies the V-63 Cadillac brings great power, speed and unparalleled smoothness by its harmonized and balanced V-Type 90 degree eight-cylinder engine—and the greater driving safety provided by its long developed and proven Cadillac four-wheel brakes.



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Headquarters—Auto Show and Motor Club

The Foor and Robinson Hotels

FORTUNATE for the Motor Show—and for the Carolina Motor Club—is the opening the same week of Hotel Charlotte, newest and finest of all the splendid new hotels of the South. At last Charlotte has a House worthy of her eminence.

Heart of Industrial Carolina

Good Hotels in Good Towns

FORTUNATE, also, that this beautiful new hotel is Foor and Robinson operated, which means the utmost in Hotel Excellence—last in a chain of ten "Good Hotels in Good Towns"—benefited by the all-embracing experience in planning and manning the other nine.

Hotel Charlotte exhales the very atmosphere of Carolina—individual, aggressive, 100 per cent American, and will be the *heart* and *center* of those activities that have made Charlotte a leader in North Carolina's amazing progress, the place where Big Men Do Big Things.

Complete in furnishings and equipment, tasteful, subdued, restfully elegant, Hotel Charlotte appeals to all the five senses; at the same time provides every utility—in the handsome lobby, or opening off therefrom is every facility that the wayfarer may require. The rooms are perfection—the dining service as of Paris—the personal attendance irreproachable.

A Code of Operation and What it Means

THE Foor and Robinson Code is "Anticipation." Every want *foreseen* and *provided.* It Plans and Mans and Runs the Hotel. It requires Hotel Excellence. By your Exactions, if you Please, Help us to Uphold this Code.

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SCOGGIN PRINTING COMPANY, *Winston-Salem, N. C.*

CAROLINA MOTORIST

APRIL 1924 20 CENTS A COPY

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Everything you buy for your Auto carries a War Tax of 5 per cent.

HELP REMOVE 1918 WAR TAXES IN 1924

Sign petition on page 13

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DELIGHTFULLY accessible, interesting and pleasant—The Rigours of Winter are Unknown in SUNNY SOUTHERN PINES—Where Carolina business men may spend a week-end away from the irksome desk amid the long-leaf pines with golf bag or hunting kit. The SOUTHERN PINES COUNTRY CLUB, with a magnificent new club house just completed, has one of the best and sportiest 27 holes of golf in the entire South, with Emmet French, Professional, in charge.

Numerous hotels and boarding houses, strictly modern in Equipment. Southern Pines entertains no tubercular patients. Winter homes, cottages. bungalows, as well as lots and farm lands for rent and sale.

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CAROLINA MOTORIST

Volume 2 GREENSBORO, NORTH CAROLINA, April, 1924 Number 6

Carolina Motor Club With Increased Interest and Great Confidence By Public Enters Third Year of Useful Activities

THE annual meeting at Charlotte March 6th, was the second to be held by this organization founded September 15th, 1922 with the sole purpose of improving conditions for motorists, to attract additional tourists to the Carolinas and be of direct service to its members. It was so organized as to always be a member's Club, not operated for profit. Every promise made has been filled. Every Service Department has been perfected, and the Club is now one of the largest of its kind in the Southern States. It is growing rapidly and soundly.

The financial report at the annual meeting showed the club to have net assets of approximately $4,000.00. It has been operated on the most economical basis, never taking any financial chances, always played safe, and paying its bills promptly.

If we can judge by the letters sent the club, most all members have been pleased, and many surprised at the work the club has been able to accomplish. Many papers of the state have been most kind to give the club the best support, others have held back for fear they would give little free publicity to some organization they expected some one was making money out of. Of course we will always have the doubters and critics with us, but they only help the cause along. It helps to have some people opposed to you, you know. We appreciate the manner in which many dealers are co-operating with the club. Many people who doubted the ability of the Club to do what it promised have since become converted and have joined the Club, not only that, but have actually sent memberships of others.

Eventually every desirable car owner will be a member. Undesirables are not wanted and couldn't get in if they wanted to. Some who think they are prominent, and leaders, have taken occasion to criticise the Club. We respectfully inform them that their attempts to cause reflection on the Club has been the cause for making many new friends and members.

Greatly Enlarged Service To Be Rendered By New American Auto. Association

That all motordom, including sellers and buyers of automobiles alike, will benefit materially through a consolidation of the American Automobile Association and the National Motorists Association is the consensus of opinion of leaders of every phase of automotive activities, according to a joint statement just issued by the national headquarters of the new organization.

Since the tentative basis for a consolidation to be known as the New American Automobile Association includes terms that provide for the immediate extension of the work planned by each individual organization through a better-equipped and far more powerful single organization, the benefits and advantages must be obvious to even the most skeptical, the statements points out.

Answering many queries as to how the heads of each organization were brought together, the statement says in part, "because every progressive automobile club advocate, legislators and motor car manufacturers recognize the urgent need for one big association for big results."

Amplifying this statement, President Thomas P. Henry of the A. A. A. says:

"Both organizations are strong, individually greater than any other national auto organization in the world. A consolidation was approached with the idea that two and two made four, and that the motorists of the country might find themselves represented in one powerful body that can proceed immediately and more surely to do more toward solving the problems of the motorists than can possibly be accomplished by having the A. A. A. and the N. M. A. work independently."

Mr. Henry's statement is said to be intended to have motor clubs and individual motorists know the facts and to have them endeavor to catch the progressive spirit responsible for the consolidation idea.

There have been reports to the effect that the consolidation represents a victory for one organization or the other. Commenting on these, Judge Walter D. Meals, president of the N. M. A. since its organization two years ago, says:

"The victory in a consolidation of the A. A. A. and the N. M. A. is for the individual and organized motorists of the country who realize that through one big clean organization motoring can be raised to a plane it well deserves. It is the only victory that can produce results for the motoring public."

According to the statement the strongest State clubs of the A. A. A. have already voted to consolidate with the strongest clubs of the N. M. A. This, it is said, not only gives powerful impetus to the formation of a new A. A. A. but also assures a greater membership than any similar organization in the world and presages prompt nation-wide touring, legislative and safety service as demanded by the great increase in the number of automobilists.

National headquarters at Washington are being enlarged to care for the increased business which is already in evidence. A greatly enlarged touring department is being developed, and the mapping department has been doubled in size while new tours are being outlined in many parts of the country. The research department will extend its activity to a most detailed study of traffic and touring problems to the end that the motorists of America may have the most complete service ever rendered to them in this country.

MY PLEDGE TO CAROLINA MOTOR CAR OWNERS——

Having accepted the Executive Office of the Carolina Motor Club, I desire to express to the members and others my promise to handle the affairs of the Club to the very best of my ability.

I take up this work with the sincere belief that there is an opportunity to render a distinct service to the motoring public, to the pedestrians and to the children of the Carolinas.

It shall be my ambition to make this organization, not only one of great numbers, but one of great influence for good. I shall try to develop each of our service departments so that they will be in position to render the best of service to our members.

Our Legislative work will continue to be one of the leading activities, because there is so much to be done.

The Free Emergency Road service will be developed until a member will never be out of reach of an Official garage.

Our Theft-Prevention work will be more thoroughly developed and the rewards funds will stand as in past.

The Membership Bond Card is now accepted in many states and leading towns of the Carolinas.

Membership in the American Automobile Association is one of the strongest arguments why every Carolina car owner should be a member of the Carolina Motor Club.

Touring and information bureaus will be developed until they must be the best in the South.

Carolina Motorist, our Monthly publication, will endeavor to give the members something worth their time to read.

Safety work among the school children will be carried forward until our co-operation is offered every school.

It shall be my determination to make these services so good that every member can feel justly proud that he is a member of the club.

My best efforts will be devoted to assist in working out more uniform traffic laws for all our towns and cities. I hope that we may be able to employ an expert Traffic Engineer whose services we might offer to the towns in working out their traffic problems.

Our entire organization must be courteous at all times. Failure on the part of any employee to properly and promptly wait on members will be discharged.

No tips will be accepted by any employees.

The Carolina Motor Club is so organized that it cannot engage in business to make money. All income received must be put into service for members or advertising to attract tourists.

I promise that I shall never attempt to use the club for personal gain, or permit anyone else to do so. I accept the executive position without any guarantee of salary. I'm going to justify whatever salary I may receive, before I receive it, by building a real organization of service.

The finances of the club will be conducted on the soundest basis. We shall take no chances. All books and records will be subject to inspection by any members at any time. An audit shall be made each year by a firm of certified public accountants.

Every member shall be treated alike. So far as possible we are going to see that no person of doubtful character is invited to join the club.

The Carolina Motor Club has come to stay. We have a service to render and we are going to deliver the goods three hundred and sixty-five days each year.

My only request of the membership is: Help us keep out all the fly-by-night, skin-game, fake promotion clubs, and give us your co-operation.

I promise you a most sincere effort to render a genuine service. The extent of our progress and service depends entirely on the co-operation received from the motor vehicle owners

C. W. ROBERTS, *Active Vice-President.*

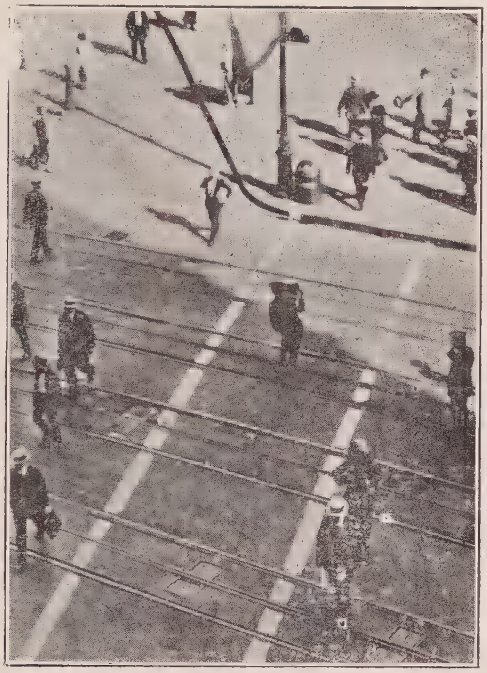
Why City Governments Should Take the Lead In Safety Campaigns

By C. W. PRICE, *Vice-President, in Charge of Public Safety Division, Elliott Service Co., New York City*

The primary purpose of government is, of course, the protection of life and property. For this reason, if for no other, the municipal administration in every city of any size should initiate a permanent community-wide public safety campaign or, where such a campaign is already under way or in process of organization, should actively participate in it. Traffic accidents alone now take the lives of more persons each year than all forms of murder combined; traffic accidents now kill more children each year than typhoid fever, scarlet fever and malaria combined; the property loss due to traffic accidents is rapidly approaching the proportions of the annual fire loss. Even aside from humanitarian considerations and moral obligations, and purely on the basis of sound economic principles and good city government, the public safety movement is of great importance to the administration of every city for the following reasons:

(1) Because the growing seriousness of the accident situation has produced a condition of alarm in every city, has put into every home the fear of accidents either while walking or riding, and has developed a demand that something be done to alleviate this situation—a demand which becomes more and more insistent each year;

(2) Because there is a very strong tendency toward superficial and sporadic safety campaigns conducted without the co-operation of the various municipal departments, which not only fail to accomplish their purpose but leave the community cold and cynical and make it difficult later to start a really constructive safety campaign;



PUZZLE--FIND THE SAFE PEDESTRIAN

Only the man with the bundle on his shoulder is crossing the street at the crossing. All those outside the painted lines are jaywalkers who are flirting with accidents.

(3) Because public accidents contribute to the high cost of government by calling for more police protection, fire protection and hospital facilities, by increasing the number of dependents who must be cared for at the municipal institutions, by the destruction of municipally owned property, and by piling up damage claims against the city;

(4) Because public safety work provides a common ground on which representatives of the various city departments can become acquainted with and work with all the important business interests, regardless of political affiliations. The co-operation and expert service which a city government may secure from these interests are of inestimable value, not only in the prevention of street accidents, but in the general administration of municipal affairs;

(5) Because of the confidence and good-will which will accrue to the city government through the public's appreciation of the city's efforts to eliminate a menace which touches every home, and because of the greater respect for municipal government and its representatives which will result from such confidence and good-will;

(6) Because there never was a time so propitious as now for securing the co-operation of an entire community in an effort to reduce street accidents.

Let us consider these reasons one at a time.

THE EASIEST WAY TO BE KILLED

Playing in the street is the most serious of the four principle causes of traffic accidents to children. The other three are dashing into the street after a ball or a playmate; hitching onto wagons, trucks and street cars; and stepping into the street from behind an obstruction without watching for approaching vehicles.

Alarm Becoming Wide-spread.

It is not difficult to understand the present alarmed condition of the public mind—as revealed in the front-page publicity which the traffic accident problem is receiving in every city every day—when we stop to consider that the number of persons killed by automobile accidents has jumped from 374 in 1906 to 15,000 in 1923; that there are now 15,281,295 motor vehicles on our streets and roads; that vehicles are being added at the rate of 3,000,000 to 4,000,000 a year; and that a study of the statistics of motor vehicle accidents and of the number of motor vehicles in use since 1919 shows that, for every million additional motor vehicles put into use; 1,000 additional persons are killed each year and 25,000 persons are injured. Imagine what the condition will be when the number of machines on our streets is doubled —and indications are that it will be doubled within five years or less.

In the midst of the alarm and indignation following each serious accident, all sorts of remedies are suggested. Some people say we need more police or better police. Others say we need judges who will impose heavy fines or put traffic law violators in jail. These critics fail to realize that you cannot club a community into being good or being safe; they do not realize that the enforcement of traffic laws and regulations is possible only in a community where public opinion has been developed to the point, first, where it tolerates law enforcement, and second where it demands law enforcement. While it is true that the traffic officer is the best safety device in existence, it will never be possible in any city to provide sufficient police to cope with the situation through law enforcement alone. The police department at best can supervise and control a small percentage of motor vehicle drivers, and that only at certain street intersections.

Tendency Toward Superficial Campaigns.

While it has been demonstrated within the last two years, by the experience of cities of such extremely divergent characteristics as New York, Pittsburgh, Washington, Louisville, and Baltimore, that it is possible to prevent a large percentage of all street accidents, scores of cities have conducted safety campaigns which not only failed to accomplish their purpose but left the community cynical as to the possibility of reducing the street accident toll. In practically every case this has been so for one of two reasons—either the community was not informed concerning the activities that have proved successful elsewhere, or an attempt was made to conduct a campaign without the co-operation of the entire community.

Just as it is impossible for any municipal government to conduct a successful safety campaign without the assistance and co-operation of the local public utilities, the local chamber of commerce and various other civic, social and business organizations, so is it impossible for all these interests combined to conduct a successful safety campaign without the full co-operation of various municipal departments, particularly the police department, the fire department, the schools, and the street department. In many cities, although there was hearty co-operation between the administration and the community at large, safety campaigns have failed to bring about any permanent reduction in accidents because—through ignorance of the relative importance of the various fundamental causes of accidents—too great attention was given to comparatively unimportant causes and to merely novel or spectacular activities, with the result that the community lost sight of the principal causes, and neglected activities which, though less spectacular, have been found more effective.

Accidents and the High Cost of Government.

City officials are naturally interested in reducing taxation, and yet, because of the newness of the problem, few of them appreciate the extent to which public accidents tend to increase taxation and in other ways contribute to the high cost of government. In the first place, a recent study shows that there were more than 28,000 municipally operated motor vehicles on our streets last year and that these vehicles cost more than $78,000,000. Investigation has shown also that commercial vehicles, though constituting only one-tenth of the total number of motor vehicles in use, are involved in 40 to 50 per cent of all traffic accidents. This is so simply because they are in use all day and every day. The 28,000 municipally operated motor vehicles fall into this class and are therefore involved in this high proportion of accidents, with the resultant claims for property damage and compensation for deaths and personal injuries. The problem of driving a fire engine, an ambulance, a patrol wagon or any other municipal vehicle is becoming more and more difficult, and fatalities and serious injuries not only among the drivers of such vehicles, but even among traffic officers, are increasing in direct proportion to the increase in such accidents among civilians. In addition, every city is constantly being put to the expense of paying damage claims growing out of accidents to motorists and pedestrians in which the city was held responsible because of the condition of the streets, the sidewalks, or other municipal property.

A thoroughgoing safety campaign not only leads to a reduction of the number of such accidents, but gives the people a better appreciation of their own responsibility for preventing accidents and thereby holds down the number of claims filed against the city.

Safety Work Provides a Common Ground.

In those cities where the representatives of city government have been thrown into intimate contact with the general business interests during a public safety campaign, these two classes of men have invariably come out of such contacts with a better understanding and a better appreciation of each other, and they have been able to co-operate to their mutual advantage in phases of city government entirely unrelated, or only indirectly related, to the accident situation.

An excellent example of such co-operation is to be had in a solution of the traffic congestion problem, which is tied hand and foot with the accident problem. Traffic congestion in many cities today is due largely to a lack of co-operation between these business interests, such as the electric railways, the trucking companies, taxicab companies and other operators of commercial vehicles, a lack of co-operation between these interests and the city government, and a lack of exact information of the traffic conditions on various streets. There have been demands for parking laws, one-way streets, safety zones and traffic regulations of various sorts, and in many cases, because of an insistent public demand, such laws and regulations have been put into force prematurely and not as a result of a careful survey revealing the need for such regulations. On the other hand, in cities where the municipal officers and important public interests have co-operated in the conduct of safety campaigns, these campaigns have nearly always led to intelligent study of traffic conditions, in which the various business interests made available to the city the services of experts, and facilities which enabled the police and street departments to do quickly and thoroughly what they could never do alone. City officers, by actively identifying themselves with the safety campaign, can secure the co-operation and expert advice of men in the automotive industry, electric and steam railroad industries, taxicab and trucking companies, insurance companies, and the various other business interests financially affected by street accidents.

(*Continued on Page Sixteen.*)

LEARNING THE PROPER WAY TO CROSS THE STREET

The little traffic officer in the center is telling the four pedestrians that in crossing the street they should look first to the left, and then to the right, because on the first half of a street all the vehicles come from the left, and on the other half from the right.

Impound Motorist's Car For Reckless Driving

Motor Industry Sanctions Drastic Action to Cut Down Highway Accidents—Detroit Police Ordered to Take Cars Neglected In Streets to the City Pound.

(From New York Times)

COMING from one of the officials of the National Automobile Chamber of Commerce, the statement by George M. Graham that the car of a driver convicted of reckless driving, thereby causing a serious accident or putting human life in jeopardy, should be taken away from the owner for a stated period, has aroused general interest in automotive circles. Mr. Graham is Chairman of the recently organized Traffic and Safety Planning Committee of the National Chamber, which represents the interests of more than 100 motor car manufacturers. He is also an officer of a prominent automobile producing company.

His statement, which is suggested as an added penalty for reckless and dangerous driving, reveals a most convincing way the broader vision, in comparison to several years ago, which is being taken by members of the automobile industry in offering to co-operate effectually with various other agencies directed toward greater highway safety. This attitude was strongly expressed by Mr. Graham in a recent address before the Highway Transport Conference at the University of Michigan.

"We sincerely believe," he said, "that the modern automobile leaves little to be desired in respect to safety. Brakes, steering and gear shift mechanism have all been developed to a point which makes the car safe in the hands of a competent and reasonably careful driver; but if more can be accomplished in this direction we are ready to go the limit regardless of cost. There is no manufacturer who will not, without hesitation, put upon his car any demonstrated improvement that will safe-guard life. The tire-maker has done much to reduce the likelihood of skidding."

In outlining the plan for taking away the use of the car, which is freely admitted as drastic, Mr. Graham explains that it means the impounding of the car where after due process of law the offense of reckless driving has been proved. He places the minimum at sixty days, and says that the period of impounding should be extended according to the offense.

Accident statistics in Massachusetts show that 30 per cent of the 500 motor car fatalities resulted from driving 10 per cent. of the accidents followed the driving of a car too fast for conditions. Statistics also show that about 10 per cent. of the accidents followed the driving of a car by an intoxicated person.

Impounding Reckless Driver's Car.

"The fear of God," adds Mr. Graham, "must be put into the murdering criminals who cause such accidents."

"We believe," says Mr. Graham, "that our suggestion of impounding is feasible. It will reach many minor offenses for which juries now hesitate to impose jail sentences. It is part of police practice to confiscate that which is used to the detriment of the public. We constantly see police taking away murderous weapons, gambling devices, drugs, alcoholic liquors and the vehicles in which they are conveyed.

We believe that even under the present law this suggestion is legal. If not, we shall recommend the enactment by all Legislatures of laws which will make the impounding plan possible.

"The industry is having prepared a specimen law, so that all who desire to know what would be a proper enactment drawn with regard to constitutional limitations and practical effectiveness may have a copy.

"The plan does not comprise the establishment of municipal pounds. This would mean expense. It might lead to graft. It might raise questions of liability in respect to the condition in which the impounded car should be returned to the owner. Our suggestion is one of two things:

"First—the car could be impounded in the garage of the owner with police seals attached.

"Second—the car could be impounded at the owner's expense in a public garage, with police seals attached.

"In either case, the car could not be returned to service until the police had removed the seals. We believe that many an offender who scorns a fine would be chastened by the temporary loss of his car."

Detroit's Impounding Act.

It is interesting to note that this idea of impounding cars—although not for reckless driving—has just been adopted by the Detroit Director of Traffic and Police Department. The system adopted there is to clear the streets of the large number of motor vehicles found abandoned or neglected. The condtion, it is said, has become a serious nuisance in many localities.

"In a few cases," said Thomas J. O'Grady, Director of Traffic, "we find that owners have left town following hurried calls and that mistakes in their orders to their employes or to garages have resulted in their machines being left seemingly abandoned.

"In the majority of the cases, however, these cars we are finding have 1923 license plates attached and their time-worn and dilapidated appearance compels the impression that their owners have picked the city's streets for an auto dumping ground."

"The impounding order, which went into effect in Detroit a few days ago, specifies that such neglected motor cars will be taken to the auto pound, held there for a period of thirty days to await their owners, and those not claimed at the end of the thirty-day period will be either sold or taken to a dump and disposed of as rubbish.

The National Automobile Chamber of Commerce is co-operating with the American Engineering Standards Committee in its efforts to work out a uniform system of highway signals and uniform lighting devices. Railroad, motor and other organizations have been studying this subject for more than a year and great progress has been made, as was disclosed in a recent preliminary report. Mr. Graham directs attention to two important needs for uniformity, one being signals to be made by the drivers themselves and the other signs and signals to direct traffic.

Faulty Signal Systems.

"All the intricate attempts at driver signal systems are fallacious," says Mr. Graham. "I do not believe that any set of hand signals can be perfected for general use which will infallibly indicate the driver's purpose to stop, turn up or turn to the right or left. Under the stress of excitement a driver may readily forget even an apparently simple system. Also, it is not always easy, while managing a car, to get the arm and hand exactly in the position to carry certain information to traffic behind.

"In my judgment, there is just one thing to do, and that is to thrust out the left hand as a sign of warning. This will act as a signal to slow up everything behind until the driver's intentions have been ascertained. The question of the signals which shall guide the driver and regulate traffic involves a far more complicated proposition. Wherever there are standards generally accepted these should be followed.

"For example, I see no excuse for anything but green lights to permit traffic to go ahead, and red lights to stop it. Railroad practice has established this system throughout the United States. Therefore, since this is known everywhere why trifle with it? If we could standardize the regulations for size, weight, speed, equipment, warning signs, etc., we should do a wonderful thing toward safeguarding human life."

The Traffic Committee of the National Chamber is planning to issue a booklet to be given to every purchaser of a new car containing instructions and hints to assist the owner in handling his car with due regard to the safety of the public.

"We also believe," adds Mr. Graham, "that adequately kept statistics will show that in a majority of automobile accidents the fault is with the pedestrian rather than with the automobile driver. If any one doubts this, he can prove to his own satisfaction a hundred times a day how frequent is the indifference of the pedestrian to his own self-protection."

In studying the motor accident situation it was found that only eight States keep an adequate record of accidents on the streets and highways. They are Connecticut, Indiana, Maryland, Massachusetts, Rhode Island, Vermont, Virginia and Wisconsin.

TEST BRAKES OCCASIONALLY.

Have you ever noticed how less effectively brakes work when you have not used them for several miles? This usually happens when it is necessary to make the first quick stop in a town one is passing through on a trip. It is dangerous because such partial failure of the brakes is unexpected.

One explanation is that the brake lining becomes glazed through disuse, the constant but light rubbing of the drums against its surface serving to produce a polish.

The best plan is to use the brakes several times just before entering a town so when really needed they will work properly.

It's Not a Home 'till it's Planted

It's only just a house until you have some Roses over the porch, Shrubs for the border, and Shade Trees for the lawn. Let our landscape planners help you. Write us. Also send for our new catalog of ornamentals and fruit trees.

J. VAN. LINDLEY NURSERY CO.
Pomona, North Carolina

South Carolina Road Condition

General Condition: Fair in Southeastern section. Fair to good in Northeastern section.

Route No. 2. Charleston-Summerville-Orangeburg-St. Matthews- Columbia-Newberry-Greenville-Easley-Saneca-Walhalla-Georgia Line. Charleston to 16 mile post paved. Thence to Summerville to Orangeburg County line good. Orangeburg County line to Columbia fair to good. Columbia to Newberry road paved 18 miles, thence to Greenville good throughout. Greenville to Easley to Calhoun to Walhalla good. Walhalla to Mountain Rest fair. For Hendersonville and Asheville tae Routes Nos. 21 and 29 from Greenville or Route No. 19 from Newberry by way of Union and Spartanburg.

ROUTE NO. 8. National Highway: Grover-Blacksburg-Gaffney-Spartanburg-Greenville-Anderson-Alfords Bridge. Good throughout excpt short detour between Spatanburg and Cowpens due to hard-surfacing. Toll bridge ovr Savannah River.

ROUTE NO. 12. Jefferson Davis Highway: Augusta-Aiken-Batesburg-Lexington and Columbia fair to good throughout.

ROUTES NOS. 7 and 16. Charlotte-Rock Hill-Chester-Winnsboro-Ridgeway and to Columbia. Charlotte to Fort Mill under construction. Traffic advised to go by way of York road from Charlotte and turn to left about three miles from Buster Boyd bridge over Catawba River coming into Route No. 7 at Fort Mill. Fort Mill to Rock Hill excellent. To Chester to Blackstock fair to good. Blackstock to Winnsboro to Ridgeway good, short stretch in town of Ridgeway rough when wet. Ridgeway to Columbia paved except three miles south of Ridgeway which is good.

ROUTE NO. 19. Appalachain Highway: Newberry-Whitmre-Union-Glen Springs-Spartanburg-Landrum and to Saluda. Hendersonville and Asheville in North Carolina good throughout.

ROUTES NOS. 29 and 21. Dixie Highway: Asheville-Hendersonville-Greenville-Greenwood-Edgefield and Augusta. North Carolina line to Greenville to Princeton good. To Edgefield fair to good. Edgefield to Trenton to Aiken County unimproved but in fair condition. Thence to Augusta fair. Traffic can also go from Trenton via Route No. 27 to Aiken and No. 12 to Augusta. Trenton to Aiken good except 5 miles unimproved but in fair condition. Aien to Augusta fair.

ROUTES NOS. 22 and 7. Newberry-Greenwood-Abbeville-Calhoun Falls. Good throughout. Short detours around culverts under construction between Abbeville and Calhoun Falls which are fair.

ROUTES NOS. 26, 41 and 44. Camden-Sumter-Manning-Kingstree-Geogetown. Camden to Kershaw-Sumter line near Rambert good. County line to Rembert fair. Rembert to Clarendon County line xcellent. Mostly paved. Clarendon County line to Mannng fair. Manning to Kngsitree fair to good. Kingstree to Andrews rough for 6 miles out of Kingstree balance generally fair. Andrews to Georgetown generally fair but rough in places.

ROUTE NO. 26. Camden-Kershaw-Lancaster-Charlotte. Good throughout. Short detour around bridge at Waxhaw Creek 7 miles north of Lancaster which is good.

ROUTE NO. 3. Columbia-Sumter-Florence-Marion-Nichols. Columbia to Wateree River excellent. Wateree River to Statesburg good. Statesburg to Sumter detour by Wedgefield. Detour good to Wedgefield and excellent (paved) Wedgefield to Sumter. Sumter to Mayesville excellent. Mayesville to Timmonsville fair. Timmonsville to Florence paved road. Florence to Pee Dee wet but fair. Toll bridge over Pee Dee river. Pee Dee to Marion to Mullins to Nichols wet but fair. Nichols to North Carolina sandy and rough but passable.

ROUTE NO. 27. From Route No. 2 at Dorchester via St. George-Branchville-Bamberg-Blackville and Aiken and Route No. 12 to Augusta. Dorchester to Reevesville to Dornage good. Dorange to Branchville to Edisto River very rough but passable. South Edista river to White Pond good to excellent. White Pond to Aien to Augusta fair.

ROUTES NOS. 6, [illegible] and 1. Charleston-Savannah Highway: Charleston-Jacksonboro-Walterboro-Yemassee and Ridgelan0d and Savannah. Charleston to Jacksonboro paved for 17 miles. Other section to Jacksonboro fair. Jacksonboro to Walterboro good. Walterboro to Yemassee under construction rough but passable. Generally fair to Ridgeland. Under construction Ridgeland to Savannah River but in passable condition.

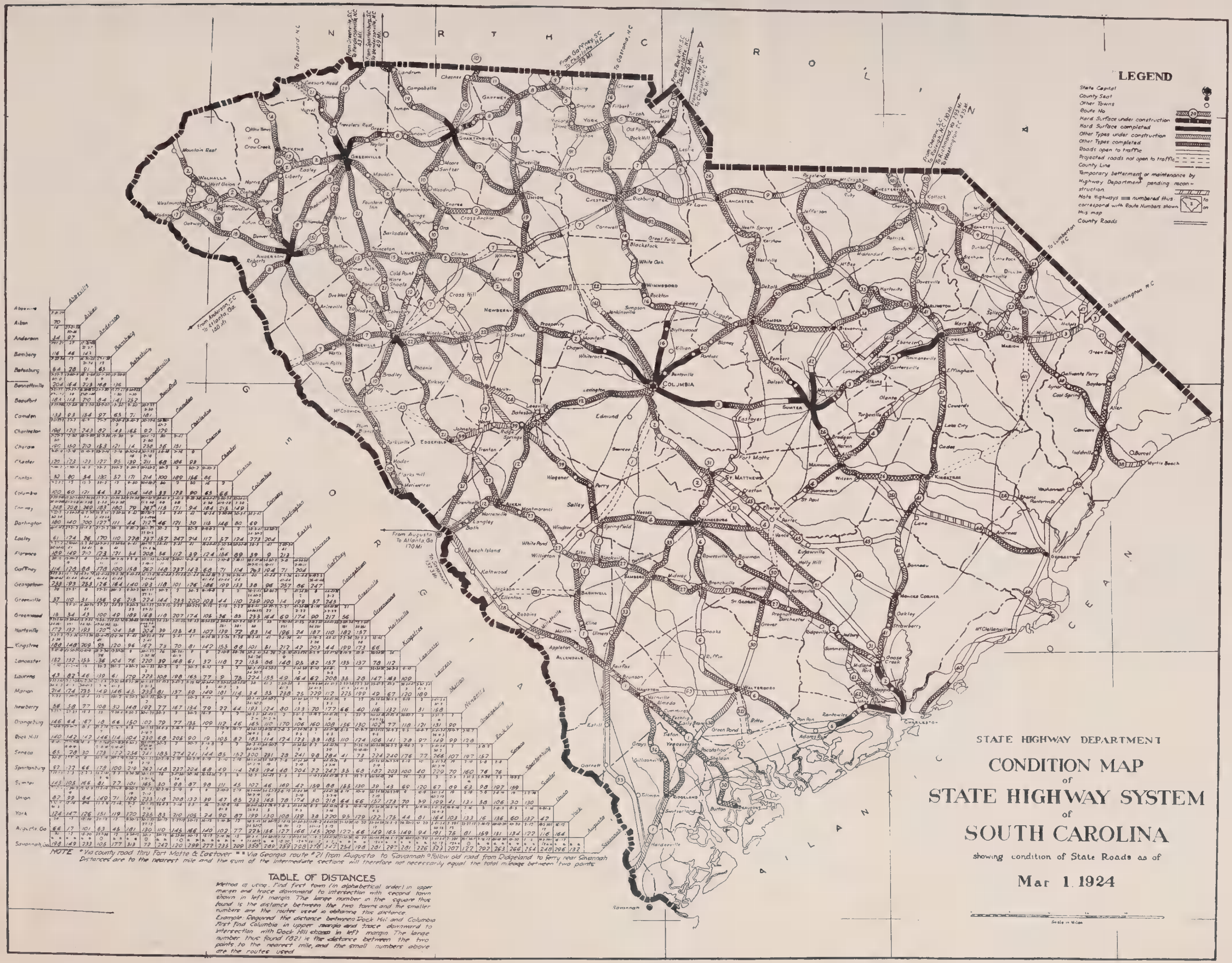
ROUTES NOS. 33, 1 and 30. Orangeburg-Bamberg-Fairfax-Hampton-Yemassee and Beaufort. Good throughout to Fairfax. Fairfax to Hampton fair to good. Hampton to Varnville under construction but fair. Varnville to Yemassee to Pocotalige to Beaufort fair.

ROUTES NOS. 34 and 41. Camden-Bishopville-Darlington and Florence. Wet but fair to good throughout.

ROUTES NOS. 9, 23 and 38. Cheraw-Bennettsville-Dillon-Latta-Marion-Conway and Myrtle Beach. Cheraw to Bennettsville to Hebron Church fair. Hebron Church to Dillon fair. Dillon to Latta to Marion fair. Marion to Gallivanta Ferry good. Gallivanta Ferry Swamp to Conway to Myrtle Beach fair.

ROUTE NO. 50. Jeerson Davis Highway: Columbia-Camden-McBee-Cheraw and Raleigh. Columbia to Kershaw County line 16 miles paved. County line to Camden good. Toll bridge over Wateree River. Camden to Cheraw good. Cheraw to North Carolina line fair.

ROUTES NOS. 2 and 41. Cheraw-Darlington-Florence-Kingstree-Monoka Corner-Charleston. Cheraw to Society Hill fair. Society Hill to Darlington under construction but fair. Dralington to Florence t Effingham fair. Effingham to Cowards under construction but passable Cowards to Lae City to Kingstree fair to good. Kingstree to Sante River under construction detour via Greeleyville rough but passable Santee River to Biggin Church under construction rough but passable Biggin Church to Goose Creek good. Goose Creek to Charleston mostl paved.


N O R T H C A R O L I N A
G E O R G I A
A T L A N T I C O C E A N
LEGEND
State Capital
County Seat
Other Towns
Route No
Hard Surface under construction
Hard Surface completed
Other Types under construction
Other Types completed
Roads open to traffic
Projected roads not open to traffic
County Line
Temporary betterment or maintenance by Highway Department pending reconstruction
Note Highways numbered thus correspond with Route Numbers shown on this map
County Roads
Scale in Miles
From Greenville, S.C. To Hendersonville, N.C. 43 Mi.
From Spartanburg, S.C. To Hendersonville, N.C. 49 Mi.
From Gaffney, S.C. To Charlotte, N.C. 39 Mi.
From Rock Hill, S.C. To Charlotte, N.C. 26 Mi.
From Lancaster, S.C. To Charlotte, N.C. 40 Mi.
From Cheraw, S.C. To Raleigh, N.C. 130 Mi. To Richmond 293 Mi. To Washington D.C. 435 Mi.
From Anderson, S.C. To Atlanta, Ga. 140 Mi.
From Augusta To Atlanta, Ga. 170 Mi.
To Savannah 137.3 Mi.
To Brevard, N.C.
To Gastonia, N.C.
To Lumberton, N.C.
To Wilmington, N.C.
COLUMBIA
CHARLESTON
Savannah

STATE HIGHWAY DEPARTMENT

CONDITION MAP of STATE HIGHWAY SYSTEM of SOUTH CAROLINA

showing condition of State Roads as of

Mar 1, 1924

	Abbeville	Aiken	Anderson	Bamberg	Batesburg	Bennettsville	Beaufort	Camden	Charleston	Cheraw	Chester	Clinton	Columbia	Conway	Darlington	Easley	Florence	Gaffney	Georgetown	Greenville	Greenwood	Hartsville	Kingstree	Lancaster	Laurens	Marion	Newberry	Orangeburg	Rock Hill	Seneca	Spartanburg	Sumter	Union	York	Augusta	Savannah
Abbeville																																				
Aiken	70																																			
Anderson	34	97																																		
Bamberg	116	46	143																																	
Batesburg	64	28	91	63																																
Bennettsville	204	164	223	168	136																															
Beaufort	183	113	210	84	141	252																														
Camden	133	93	154	97	63	71	181																													
Charleston	198	128	243	82	143	165	92	129																												
Cheraw	160	150	210	153	121	14	238	56	151																											
Chester	120	123	123	127	95	130	211	68	186	98																										
Clinton	32	80	54	130	57	171	214	100	189	166	86																									
Columbia	100	60	121	64	32	104	148	33	123	90	63	66																								
Conway	248	208	260	183	180	79	267	118	171	94	184	215	149																							
Darlington	180	140	200	127	111	44	212	46	121	30	118	146	80	69																						
Easley	61	174	26	170	110	228	237	157	247	214	117	57	124	273	204																					
Florence	189	149	213	123	121	54	208	56	113	39	124	156	89	59	9	213																				
Gaffney	114	176	88	178	100	158	267	148	237	143	68	71	114	263	194	71	204																			
Georgetown	233	193	253	126	164	140	193	118	101	126	186	199	133	38	96	257	86	247																		
Greenville	37	110	31	136	96	213	224	144	233	200	108	44	110	259	190	14	199	57	243																	
Greenwood	18	34	43	100	49	189	168	118	207	174	105	36	85	233	164	60	174	90	217	56																
Hartsville	172	132	193	170	104	38	204	39	138	43	107	139	72	83	14	196	24	187	110	182	157															
Kingstree	188	148	209	93	120	96	162	73	70	81	142	155	88	101	81	212	47	203	44	199	173	66														
Lancaster	182	137	153	136	104	76	220	39	168	61	37	118	72	155	86	148	95	82	157	135	137	78	112													
Laurens	43	82	46	139	61	170	223	108	198	165	77	9	75	224	155	49	164	67	208	35	28	147	163	109												
Marion	214	174	235	149	146	43	233	81	137	59	149	181	114	34	35	238	25	229	112	225	199	49	67	120	189											
Newberry	36	58	77	108	30	148	192	77	167	134	79	22	44	193	124	80	133	70	177	66	40	116	132	111	31	158										
Orangeburg	146	64	167	18	66	150	102	79	77	135	109	112	46	165	110	170	106	160	108	156	130	102	77	118	121	131	90									
Rock Hill	140	142	142	146	114	104	230	68	205	90	19	103	82	183	114	124	173	33	185	110	174	106	141	28	97	149	99	120								
Seneca	65	78	30	173	172	256	241	185	274	241	144	85	152	300	231	23	241	98	284	41	73	224	240	176	77	266	107	197	152							
Spartanburg	97	122	66	179	100	219	262	148	237	204	68	49	114	263	194	48	204	22	247	35	68	187	203	100	40	229	70	160	76	76						
Sumter	145	105	166	81	77	101	165	30	98	87	98	111	45	102	46	169	42	159	88	155	130	39	43	65	120	67	89	63	98	197	159					
Union	87	99	84	149	71	189	233	118	208	132	39	47	85	233	165	78	174	30	218	64	66	157	173	70	39	199	41	131	58	106	30	130				
York	124	147	126	151	119	170	235	83	210	105	24	90	87	199	130	108	139	38	270	95	129	122	175	44	81	164	103	133	16	136	60	137	42			
Augusta Ga	66	17	101	63	45	181	130	110	145	166	140	102	77	273	156	127	166	145	209	122	66	149	165	149	94	191	75	81	159	131	134	122	116	164		
Savannah, Ga	198	149	233	105	177	313	72	247	120	299	272	235	209	358	289	259	298	278	347	254	198	281	297	281	226	323	207	122	297	263	266	254	248	296	132	

NOTE * Via county road thru Fort Motte & Eastover ** Via Georgia route #21 from Augusta to Savannah ° Follow old road from Ridgeland to ferry near Savannah. Distances are to the nearest mile and the sum of the intermediate sections will therefore not necessarily equal the total mileage between two points.

TABLE OF DISTANCES

Method of using. Find first town (in alphabetical order) in upper margin and trace downward to intersection with second town shown in left margin. The large number in the square thus found is the distance between the two towns and the smaller numbers are the routes used in obtaining this distance.

Example: Required the distance between Rock Hill and Columbia. First find Columbia in upper margin and trace downward to intersection with Rock Hill shown in left margin. The large number thus found (82) is the distance between the two points to the nearest mile, and the small numbers above are the routes used.

CAROLINA MOTOR CLUB

Headquarters—Greensboro, N. C.

business organization devoting its entire resources to bettering conditions for motorists in the Carolinas. A member's club, not carried on for profit.

Membership Ten Dollars a Year
(Less than 3c a day)

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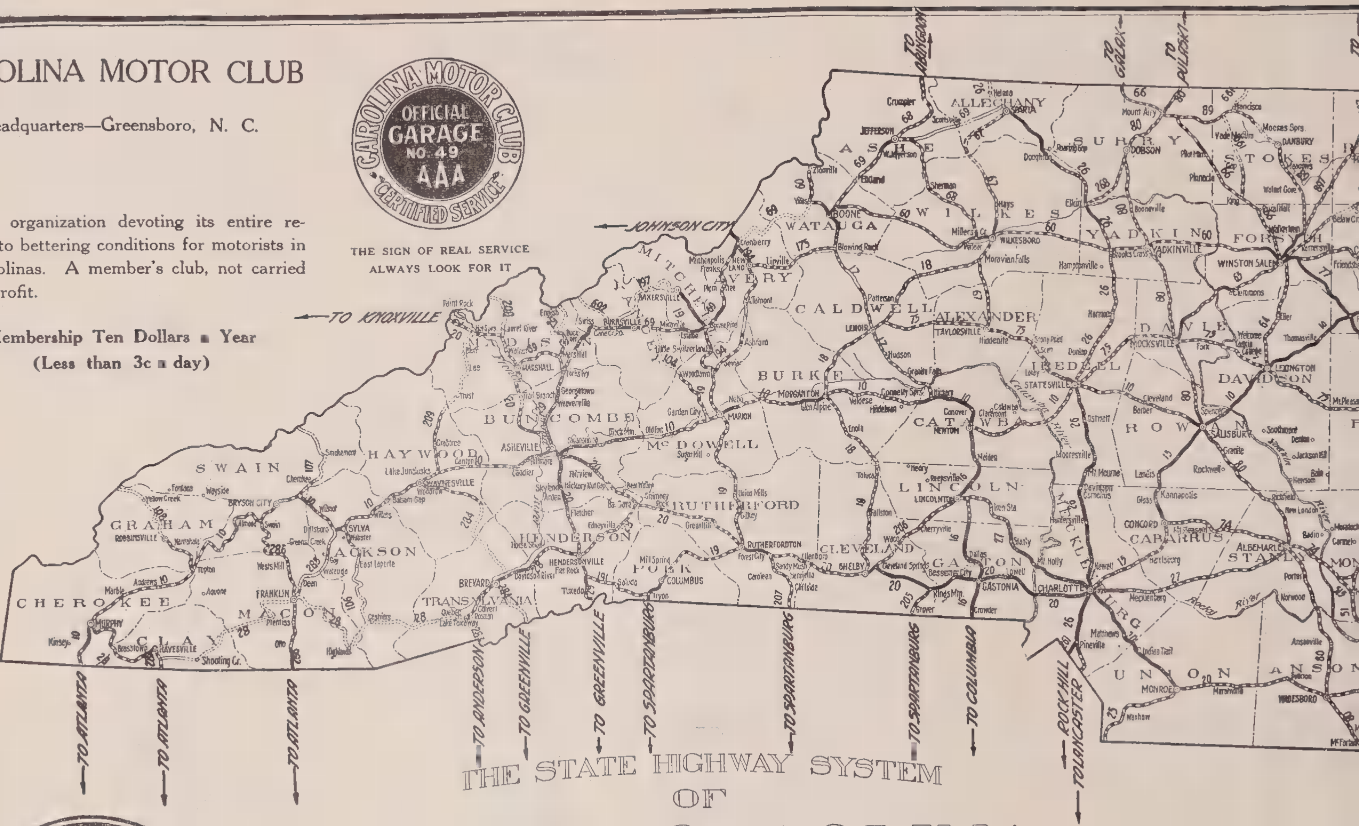
ALWAYS LOOK FOR IT



THE STATE HIGHWAY SYSTEM OF NORTH CAROLINA

Carolina Motor Club Membership Provides

1. Emergency Road Service
2. Membership bond card
3. $50 reward if car is stolen
4. Membership in A. A. A.
5. Attractive Radiator Emblem
6. Free Road Maps
7. Limited Legal Assistance
8. Carolina Motorist
9. The club has road survey car compiling mileage tables of all highways
10. Working to make road safe
11. Legislative work
12. Advertising to attract the outside tourist

MARK OF AUTOCHARACTER

Carolina Motor Club now has more than 2000 members in over 200 Carolina towns and over 135 Official Free Emergency Service Stations and Garages. Over 32 approved Hotels and Cafes.

Write for Information

Headquarters
Greensboro, N. C.

Branch Office
Charlotte, N. C.

EDITION OF OCTOBER 1ST 1923

ROUTE NO. 10

NEW BERN-KINSTON—Westbound traffic turn to the left as directed by large stand sign at End Street in New Bern, following Route No. 30 to Deep Gulley; thence to the right following large stand signs marked Route No. 303 and Route No. 10 to Kinston, entering Route No. 10 at Queen Street in the city of Kinston.

Eastbound traffic detour out of Kinston as directed by large stand signs, following reverse of the above.

SMITHFIELD-CLAYTON—Westbound traffic turn to the left at large stand sign at the end of the pavement, following signs into the city of Clayton.

Eastbound traffic detour out of Clayton as directed by large stand signs, following reverse of the above.

THOMASVILLE-LEXINGTON—Westbound traffic turn sharp to left at stand sign just west of Southern Railway Station in Thomasville, following topsoil road as directed by signs, via Holly Grove, entering Route 10 near the east city limits of Lexington. Eastbound traffic detour to right at stand sign on Route 10 near the east city limits of Lexington and follow reverse of above.

SALISBURY-STATESVILLE—Westbound traffic from Salisbury turn right at Ennis Street, cross overhead bridge at three blocks; thence left 1 block beyond bridge, thence right at one block following Mocksville Avenue, to detour sign; thence left by dirt road half mile to paved road, thence right to Mocksville by Route No. 80. Mocksville and Statesville by Route No. 75.

Eastbound traffic follow reverse.

MORGANTON-GLEN ALPINE—Westbound traffic turn to left four miles west of Morganton; thence along contractor's detour a distance of 500 feet to intersection of present new concrete highway to Glen Alpine. West end detour is 1.4 miles from Glen Alpine.

OLD FORT-RIDGECREST—Eastbound traffic turn to right 0.60 mile from Buncombe County line (sign marked "Detour"), thence along new graded roadway 0.5 miles to connection of old highway; thence to Old Fort on undisturbed present highway. Lights maintained by Contractor at night.

ROUTE NO. 15

CHARLOTTE-CONCORD—Traffic leaving Charlotte follow main road, Route No. 15, for about 5 miles to large detour sign; thence to left, following old Charlotte-Salisbury road, which is well marked to Concord. Concord to Charlotte, turn right at detour sign at south

ROUTE NO. 16

LINCOLNTON-NEWTON—Follow Route No. 16 from Newton approximately one mile to local detour around bridge; thence follow newly constructed road on Route No. 16 for approximately 3.5 miles to another local detour around bridge; thence follow Route No. 16 to Lincolnton.

Northbound traffic leave Lincolnton on East Main Street, continuing approximately two miles to Goodsonville, turn left approximately .25 miles, take left hand road for approximately 5.0 miles; turn left here and follow reverse of the above directions.

GASTONIA-HIGH SHOALS-LINCOLNTON—Northbound traffic follow Route No. 16 from Gastonia to detour sign near old courthouse in Dallas, turn left, continuing two blocks; turn right, following detour signs, cross C. & N. W. Railroad anid Catawba River, for about seven and a half miles to main highway. Southbound traffic follow reverse directions.

ROUTE NO. 17

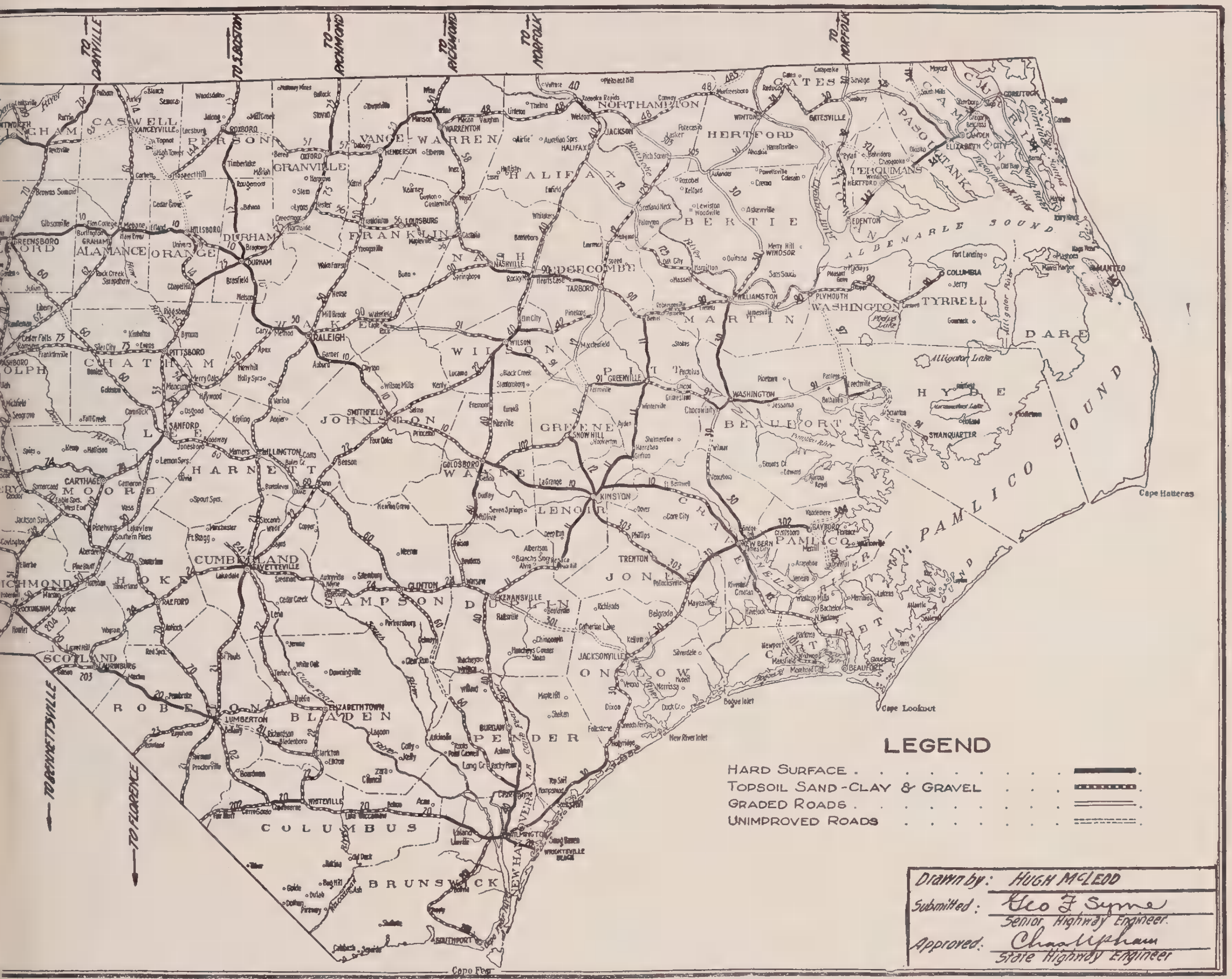
BOONE-BLOWING ROCK—Traffic from Boone turn south off Route No. 60 near courthouse in Boone; cross narrow-guage railroad tracks; follow narrow dirt road nine miles, connecting with Route No. 175 two miles from Blowing Rock. Traffic from Blowing Rock proceed over Route No. 175 two miles; turn right, and follow narrow dirt road to Boone.

ROUTE NO. 20

WILMINGTON-WHITEVILLE—Westbound traffic cross railroad tracks at Leland and follow Route No. 20 to Freeman, turning to right and passing over county highway for 1.75 miles; thence left to Wananish. This detour is plainly marked.

LAURINBURG-MAXTON—Eastbound traffic turn to the north at a detour sign approximately 4.5 miles east of Laurinburg and follow detour signs for .5 mile to intersection of old sand clay Route 20 into Maxton. Westbound traffic follow old sand clay Route 20 into Laurinburg or turn south at a detour sign and follow the reverse of above.

LAURINBURG-HAMLET—Traffic follow old road, Route No. 20, which is under construction, but in fair condition. Caution is given to look out for construction forces the entire length of the road. Route No. 20 road into Laurinburg or turn south at detour sign and follow reverse of above.



WADESBORO-POLKTON—Westbound traffic turn to right on city limits of Concord and follow reverse of above.
Concord road at large detour sign about 2 miles west of Wadesboro and follow detour signs to Polkton.

Eastbound traffic from Polkton turn left at large detour sign in Polkton; follow markers about 4.5 miles to Concord road; turn to right, follow markers about 2 miles; turn to right and follow markers about 5 miles to Route No. 20.

SHELBY-KINGS MOUNTAIN—Eastbound traffic turn sharp to right at stand sign intersection of Warren and Marion Streets in Shelby, following hard-surfaced road to Cleveland Springs Hotel, here turn to left following topsoil road as directed by signs, via Stony Point and Champion's Store, entering Route 20, intersection of Piedmont and King Streets in Kings Mountain.

Westbound traffic turn sharp to right at stand sign intersection of King and Piedmont Streets in Kings Mountain and follow reverse of above.

BAT CAVE-ASHEVILLE—Westbound traffic follow Route No. 28 from Bat Cave to Hendersonville, thence to Asheville on Route No. 29. Eastbound traffic follow reverse directions.

ROUTE NO. 24

FAYETTEVILLE-RAEFORD—Beginning at top of Haymount Hill, in Fayetteville, at brick store, take Morganton road for a distance of about three miles, where it enters the Chicken Road, thence along this road for about seven miles to where it turns sharply to the left and extends two and a half miles to Raeford road. This detour is well marked.

ROUTE NO. 27

CHARLOTTE-ALBEMARLE—Through traffic from Charlotte to Albemarle go by way of Concord over Route 15 from Charlotte to Concord and Route 74 from Concord to Albemarle. Traffic from Albemarle to Charlotte follow reverse of above.

Local traffic follow Route No. 27, which is a continuous detour from end of hard surface road 6 miles east of Charlotte to Albemarle.

ROUTE NO. 40

WILSON-EIM CITY—Northbound traffic turn to the left at large stand sign at Goldsboro and Lee Streets in the city of Wilson; follow signs, entering Route No. 40 just south of Elm City. Southbound traffic turn to the right at large stand sign just south of Elm City, following the reverse of the above.

WILSON-FREMONT—Southbound traffic turn to the right as directed by large stand sign at Five Points in Wilson and follow signs to Wiggin's Mill; follow Route No. 22 to large stand sign at a point on Route No. 22; turn to the left as directed by large stand sign; follow signs, entering Route No. 40 at Black Creek Crossroads. Northbound traffic turn to the left as directed by large stand sign at Black Creek Crossroads, following the reverse of the above.

WILMINGTON-GOLDSBORO—Through traffic from Wilmington to Goldsboro leave Route No. 40 taking Route No. 60 to Bell's Schoolhouse; then turning to the right on the Bell's Schoolhouse-Burgaw road, follow detour signs to Burgaw then; through main street of Burgaw, crossing railroad and Route No. 40 to old Wilmington-Goldsboro road; then turn to left leading into Route No. 40.

ROUTE NO. 50

WAKE FOREST-RALEIGH—Southbound traffic proceed through Wake Forest to Forestville, which is one and one-half miles south of Wake Forest, turn left and follow detour to Louisburg road, turn right and follow Louisburg road to Circle Filling Station near Raleigh, turn left and follow asphalt road into Raleigh.

ABERDEEN-SOUTHERN PINES—From Aberdeen, Southern Pines traffic follow Route No. 70 to Pinehurst, thence to the right at large stand sign, over county road to Southern Pines. Aberdeen traffic from Southern Pines follow reverse of above.

HOFFMAN-ROCKINGHAM—Southbound traffic leaving Hoffman continue directly along Route No. 204 through Marston and Cognac, entering Hamlet by way of High Street; turn to right at Hamlet Avenue and proceed to Rockingham via Route No. 20. Northbound traffic leaving Rockingham on East Washington Street; turn to right at Rockingham Road and proceed by Route No. 20, entering Hamlet on Hamlet Avenue; turn to left at High Street and follow Route No. 204 through Cognac and Marston to Hoffman.

ROUTE NO. 60

LILLINGTON-Duke—Easbound traffic turn to left at large detour sign one mile north of Lillington and follow detour for about five and one-half miles until it joins Route No. 60 three miles west of Coats.

Westbound traffic keep straight road at large detour sign three miles west of Coats and follow reverse route.

Trouble Saves Trouble

Lack of Practice in Trouble Shooting Handicap to Average Car Owner—Driver Needs to Brush Up on Subject of Emergency Repairs—Browsing Around Service Station or Repair Shop Has Its Advantages.

By William Ullman

EVER since the automobile reached the point when it could be trusted the driver has steadily gone downhill in the matter of knowledge of trouble shooting.

Every day it seems to be less necessary to know how to effect an emergency repair because in normal use the automobile gives less and less cause for such efforts.

But there is always the time in a thousand when something may go wrong, and to be totally unprepared is to be at a serious and totally unnecessary disadvantage.

People are having minor trouble with cars every day, and the observing car owner keeps his eyes open in an effort to learn how to avoid similar trouble. These are not spectacular breakdowns. Just quiet consultations at the service station or the garage. But the lesson is there just the same.

While the car of today will seldom develop a real breakdown the motorist must bear in mind that it is just this stamina of the car that induces him to take advantage of it. Because it does not break down for want of greasing at the proper time he seems to feel that it will stand punishment.

But it won't. Abused, the modern automobile is not much better off than its troublesome predecessor. Thus the motorist who chooses to ignore this must make up his mind to expect trouble, and to pull himself out of such trouble he must know how. In other words he must know as much as a painstaking driver with a troublesome car in the old days.

To imagine that no matter where he goes there will be available emergency road service is like believing that there is no limit to the abuse one can give a car. The ground that the average car covers in its ordinary service is now within reach of emergency service as a rule, but because the car will deliver so much more transportation value it is being used for more extensive traveling. This means that the motorist often finds himself somewhat beyond the line of convenient service. It is then that his knowledge of what to do is essential.

A singular feature of trouble shooting is the fact that unfamiliarity breeds ignorance. A lot of drivers learn how to do things about the car but, having no occasion to do them regularly soon get out of practice. When the big moment comes it is as though they have never known.

One car owner, for instance, states that when he went to change a tire recently he found it presented quite a problem to him. He remembered that it was necessary to place the jack in a particular position under the rear axle in order to get best results when raising the car, but he just couldn't remember how he used to do it. Even the various steps in removing the rim lugs and lifting off the tire presented difficulty. It more than doubled the time he had figured on for the job.

A remark he made was significant. "I don't get enough practice at this sort of thing," he said. "That's the trouble."

In other words he suspected that there might be trouble in not having enough trouble.

A car owner who had occasion to install a new fan belt reached somewhat the same conclusion. He became so puzzled over the job that he decided he would have to remove the fan. He had labored with the adjustment and, in short, done about everything that wasn't necessary. Then he called a mechanic and watched to see how it was done.

The mechanic calmly slipped the belt over the blades of the fan, one at a time, and then, when the belt was on the pulley side of the fan started looping the lower end around the lower pulley of course he found that the belt would just about have fitted perfectly had the owner not changed the position of the fan.

It was a very simple process indeed. And as he stood there watching, the owner made a firm resolution that nothing could drive the details out of his mind. The next time a thing of that sort happened he was going to know exactly how to do it. It wouldn't even be necessary for him to bother stepping over to the telephone. The job would be done in a twinkling.

But he wasn't counting on the fact that it might be another year or more before he would have occasion to give the belt another thought. In that time the details of attaching a belt would easily pass into that mental region from which ideas have to be wrenched through hours of tall thinking.

One way to avoid this is to make it a point to watch other motorists patching up their own troubles. It may seem like a waste of time to watch car owners removing the strainer of the vacuum tank in order to clean out some foreign matter that has blocked the flow of fuel, but it keeps your mind fresh on the subject. When the time comes for you to clean the strainer in your car the job can be done without half thinking about it.

Forgotten tricks in emergency repair work have cost motorists many a penny. Just some little slip of the unexercised memory will sometime mark the difference between

OLDSMOBILE
Model 30, Six Cylinder
THE MOST CAR FOR THE MONEY
SUGG MOTOR CO.
Distributors,
GREENVILLE, N. C.
Dealers wanted for open territory.

being stranded and merely being inconvenienced for a few minutes.

There is such a thing as fooling too much with the carburetor when changes of adjustment are not absolutely necessary. But it is just as foolish to run to the opposite extreme, for if you never touch the carburetor there may come a day when you can't remember which adjustment is which, nor just how to go about making some change in the mixture that is suddenly imperative.

A sudden drop in temperature and some steep hills recently presented a problem to a tourist who had almost forgotten he had a carburetor. Two years before he had formulated a little plan for remembering how to make the adjustments. To turn the idling adjustment to the left meant making it lean, he remembered by associating "lean" with "left." A richer mixture could be had by turning the screw to the right. For the high speed jet he recalled that the process was simply reversed. Simple enough! But when he raised the hood the whole business was so unfamiliar to him that he couldn't seem to decide which of the two adjusmtents was for the low speed jet!

Just a few days before he had seen a mechanic adjusting a similar carburetor. He hadn't taken the trouble to stop and look and listen because he fancied he would never have occasion to make the necessary adjustments himself in a locality where assistance was not immediately available in event of error.

He discovered what many motorists are finding daily, and that is that a few troubles are good for a driver. They remind him that it's a handicap to be out of practice in so important a matter as meeting the possibility of a breakdown, be it ever so rare.

OFFICIAL CAROLINA MOTOR CLUB HOTELS, CAFES AND INFORMATION STATIONS.

Asheville	Grove Park Inn
Albemarle	Central Hotel
Blowing Rock	Mayview Manor
Chimney Rock	Mountain View Hotel
Danville	Leeland Hotel
Durham	Malbourne Hotel
Franklin	Frank T. Smith, Druggist
Goldsboro	Kennon Hotel
Greenville	Pitt Co. Chamber of Commerc
Greensboro	Chamber of Commerce
Greensboro	Guilford Cafeteria
Greensboro	O'Henry Hotel
Henderson	Vance Hotel
Hickory	Hotel Huffrey
High Point	Princess Cafe
Kinston	Hotel Tull
Lake Junaluska	The Southern Assembly
Linville	Eseeola Inn
Morganton	The Caldwell
Morehead City	Woodland Hotel
Mt. Airy	Blue Ridge Hotel
Oxford	Exchange Hotel
Raleigh	Bland Hotel
Raleigh	Yarborough Hotel
Reidsville	Belvedere Hotel
Rutherfordton	Iso-Thermal Hotel
Spartanburg	Cleveland Hotel
Shelby	Cleveland Springs Hotel
Southern Pines	Southern Pines C. of C.
Washington	Hotel Louise
Waynesville	Alexander Drug Store
Wilson	European Cafe
Winston-Salem	Princess Cafe
Laurinburg	Chamber of Commerce

Automobile License Tags to Be Distributed by Branch Bureaus

SECRETARY OF STATE W. N. EVERETT MAKES PROGRESSIVE MOVE TO ASSIST CAR OWNERS AND DEALERS.

In Secretary of State W. N. Everett, and Motor Supervisor J. E. Sawyer, the motor car owners of North Carolina have real friends who believe the public is entitled to the best, rather than the "public be damned."

Branch License Bureaus in twenty-five or more towns in the State will sell the State License Tags. These Bureaus are being established in co-operation with the Offices of the Carolina Motor Club. The Carolina Motor Club being a member's club, not operated for profit, continues to look after the interest of the car owners of the Carolinas. The opportunity to co-operate with the State Department in handling the license tags was welcomed by the Club as an opportunity to render a real genuine service to all car owners.

The Charlotte, Asheville, Winston-Salem and Greensboro Offices of the Carolina Motor Club and License bureaus have been opened at the time this is written. Others will be put into operation just as early as necessary arrangements can be made for proper quarters.

The co-operation shown by many towns is a further demonstration of the Carolina spirit. A number of offices some equipped will be furnished the Club without expense, and this is fully appreciated by the officers of the club.

The Manor

Pinehurst, North Carolina

A new hotel, luxuriously furnished and catering to an exclusive clientele. Private or connecting bath with every room. Unexcelled cuisine.

Apply for rates and reservations

MRS. E. C. BLISS

Owner and Manager.

First Class Workmanship
Prompt Service
212 West Market St.

Try us one time and you will never have your shoes repaired elsewhere—Parcel post orders given special attention.
-The Court House is Across the Street from Us

Cornelius Shoe Shop
-Phone 2797.

That Car of Yours

READING THE MOTOMETER.

Do not be alarmed if the motometer seems to register a higher radiator temperature after you have filled up the cooling system with water.

It makes a difference in the reading whether the water or just the water vapor comes in contact with the stem of the thermometer. If actual contact of the water makes enough change in the reading of the motometer to lead you to assume that the motor is running hotter than usual it is best to drain off a little water. Perhaps when the excess of water is drained off the motometer will still register higher than usual—an indication that the other causes apply.

TRY THIS ON YOUR CAR.

Having a horn in the rear of the car for use when backing is quite as handy as a rear light. Sounding the conventional honk, honk, without getting the least bit of satisfaction from pedestrians crossing behind the car is a common occurrence. And a horn sounded when backing out of a driveway or garage is not likely to warn the person it is intended for.

Most of the supply houses sell cheap horns—even used ones are available at low prices—which do very well for a rear warning. One car owner attached a horn to the under side of the rear floor boards, covered it with waterproof material, and operated it from a special button. When he is backing up folks don't linger around behind him. Such a tooter may come in handy if the regular horn signs a swan song.

Many an alleged victim of an automobile accident never knows how badly injured he is until he has seen his lawyer.

FIBBING SPEEDOMETERS.

A fibbing speedometer is a source of annoyance—sometimes danger. You may think you're traveling at a speed of thirty whereas the car may be doing only twenty-six. On the other hand, it may read twenty when you are actually doing twenty-four. In the one case you fail to make good time; in the other you are likely to get hauled in for exceeding the city speed limit. If you think there is any error in the reading of your speedometer—and it is worth while to make the test anyway—ride along beside a friend's car and compare speeds. The result may be interesting.

APPROACHING HILL CREST.

Sounding the horn upon approaching the crest is splendid insurance against head on collisions. The wise motorist is sensible enough not to be on the wrong side of the road in the act of passing another car at the crest of a steep hill, but he never knows but what the "other fellow" may be doing it on the other side. The modern motorist has to be his brother's keeper for his own safety.

PASSING THE CAR AHEAD.

When passing another car it is advisable to sound the horn even if the other driver appears to know that a car is about to pass by. Some motorists have a habit of swerving from one side of the road to the other, and it may just happen that such a driver turns to his own side of the road at a time when you think he is getting out of your way. Unless you horn the chances are that he will begin to swerve to the other side, or at least to the center, before you overtake him.

"Ask the Man in the Moon"

SEEING THE TREND of the automobile as we do—and making it the opportunity to give value—we are building the Moon Car to give you every last dollar's worth there is in the automobile industry.

Part of this you can see just as you stand before the car and look it over.

MOON SPECIALIZED DESIGN—and if we do say it ourselves, there is not a more beautiful car on the roads today. Furthermore, you're not going to find this design changed on you. Your investment in a Moon Car is safe from the *artificial* depreciation due to forced style changes.

DISTINCTIVE MOON—Pullman body—and there's a genuine hardwood frame inside that body.

DEEP SEATED CUSHIONS—with genuine Spanish Leather and first-quality curled hair.

T. & H. Motor Company

Distributors

111 S. DAVIE ST. GREENSBORO, N. C. PHONE 2472

Carolina Automobile Show Held In Charlotte a Great Success

BEST IN THE SOUTH was the expression made by an Automobile man representing his factory at the Carolina Automobile show held in Charlotte during March. This man covered much territory, in fact he actually attended other automobile shows in the South, and then pronounced the Carolina show the best. Not only that, but he said, "And you fellows certainly have big show and big city ideas, the uniformity, the arrangement and the high plane on which the show is being conducted is a great credit to the Carolina Automotive Dealers Association, to the Show Managers and to Osmond Barringer, Show Manager."

It was a great weke in Charlotte, the Big Automobile show, the annual meeting of the Carolina Motor Club, and of the Carolina Automotive Dealers Association. Of course everybody had a good time, not only that, they also did a good business, according to "after show reports."

Pat Conway's Band and the singing of Miss Varah Verba gave all show visitors the value of their money every day. The band, under the direction of Pat Conway, certainly made a reputation for itself in Carolinas. The wonderful singing of Miss Verba was the occasion for hundreds of compliments. But Charlotte's own were not outdone, The Carolina Concert Club presented a most entertaining program, enjoyed just as much as was the music by the visitors.

The Carolina Automotive Trade Association held its annual meeting, elected new officers and started life anew. Fortunately the dealers heard representatives from the Headquarters office of the National Automobile Dealers Association. These men gave the dealers something to think about. They told of methods that will save every dealer hundreds and probably thousands of dollars if the suggestions are merely carried out. There is a real need for a strong Association of Automobile Dealers in the Carolinas, such a strong organization can do much for their own benefit, and at the same time be of greater service to their customers.

PLAIN TEEDLE

There was a young man named Teedle,
Who wouldn't accept his degree;
He said, "It's enough to be Teedle,
Without being Teedle D. D."

—*Dirge.*

STOP BRAKE SCREECHING.

Screeching brakes can be silenced by squirting a little kerosene on the brake bands. Until the kerosene dries the breaks will not be efficient; and for this reason, therefore, the driver should remember to test them out a few times before using the car on the streets. A good way to dry off the kerosene by friction is to apply the brakes slightly for a short distance while driving the car in second gear.

ARE YOU IN FAVOR OF REMOVING WAR TAXES ON AUTOS AND PARTS ?

If you are sign this Petition and mail to Carolina Motor Club, Inc., Greensboro, N. C., and it will be forwarded on to Washington without delay.

TO THE PRESIDENT AND THE CONGRESS of THE UNITED STATES:

We, the undersigned users of motor vehicles, respectfully petition for the repeal of all unfair war excise taxes, including those on the motor vehicle and the tax on misfortune which every car user must pay the Federal government when accidents or other mishaps force him to buy repair parts.

Transportation is essential to everybody. It enters into every cost of living and distribution. It cannot be provided at the lowest possible charge when restrictive taxes are levied against railroad transportation. The cars which we use are a transportation necessity to the farmer and the urban dweller alike. Congress has accepted the principle that war excise taxes are unjust by its repeal of these taxes on musical instruments, sporting goods, chewing gum, thermos bottles, fur articles, picture frames, perfumes, toilet waters, hair dyes and free admission to entertainments.

We urge that all remaining taxes of this character, including motor taxes, now be erased from our statute books.

Name ....

City .... *State* ....

Name ....

City .... *State* ....

NORTH CAROLINA'S FOREMOST
NEWSPAPER IN CHARACTER
AND CIRCULATION

BEST ADVERTISING MEDIUM
IN NORTH CAROLINA—BOTH
DISPLAY AND CLASSIFIED.

The
NEWS and OBSERVER

JOSEPHUS DANIELS
Editor

JOSEPHUS DANIELS, JR.
Business Manager.

RALEIGH, N. C.

CAROLINA MOTOR CLUB
OFFICIAL
GARAGE
AAA
CERTIFIED SERVICE

(Town, Name, Hours for Service, Phones—Day and Night, in order.)

Asheville—Weaver Motor Co.—8 A. M.-7 P. M.—2211-840-L-3.
Asheville—Cazel Auto Service Co.—12 A. M.-12 P. M.—358-358.
Albermarle—Auten-Wolft Motor Co.—All Hours—126-126.
Asheboro—Highway Service Station—All Hours—142-27.
Bailey—Auto Service Co.—7 A. M.-9 P. M.—10-1-10-2.
Black Creek—Aycock Auto Co.—4003.
Blowing Rock—Service Garage—All Hours.
Brevard—McCrary Motor Co.—6 A. M.-12 P. M.—198.
Bryson City—Sandidge Motor Co.—All Hours—82-2.
Burlington—Midway Auto Co.—7 A. M.-8 P. M.—J-812.
Burlington—Front Street Service Station—6 A. M.-12 P. M.—241.
Conover—Conover Motor Co.—7 A. M.-8 P. M.—301-J.
Chadbourn— D. R. Connors Garage—7 A. M.-6P. M.—2 Rings; 3 Rings.
Charlotte—Auto Inn—All Hours—24-24.
Charlotte—Rust Motor Co.—7:30 A. M.-6 P. M.—218 (Studebaker service only.)
Charlotte—Bradshaw Auto Service Co.—Never Close—1653-1653.
Concord—Cabarrus Motor Co.—6 A. M.-11 P. M.—400-132-L.
Danville, Va.—Automotive Service Co.—7 A M.-12 P. M.—45-11.
Dillon, S. C.—Anderson & Covington Garage—7 A. M.-12 P. M.—54.
Dunn—Z. V. Snipes Garage—6: 30 A. M.-10:00 P. M.—24-168.
Durham—Durham Motor Car Co.—7 A. M.-9 P. M.—410.
Draper, N. C.—Auto Repair Co.—7 A. M.-9 P. M.
Elm City—Braswell Motor Car Co.—All Hours—237.
Enfield—Thos. E. Marshall—7 A. M.-8 P. M.—262-211J.
Fairmont—Webster Motor Co.—7 A. M.-8 P. M.—39-24-23.
Franklinville—Franklinville Motor Co.—All Hours—95-95.
Fuquay Springs—H. H. Sessoms Garage—7:30 A. M.-6:30 P. M.
Fayetteville—Universal Garage Co.—7 A. M.-6 P. M.—186-187.
Fayetteville—Lewis Motor Co.—All Hours—1082. (Dodge Service only.)
Fayetteville—J & N Motor Co.—7 A. M.-6 P. M.—75-75.
Franklin—Porter Motor Co.—7 A. M.-9 P. M. 45-45.
Gastonia—Red Lion Service Co.—7 A. M.-10 P. M.
Gastonia—Craig Chevrolet Co.—7 A. M.-7 P. M.—918-918.
Goldsboro—Harris Motor Co.—7 A. M.-10 P. M.—838-482.
Goldsboro—Standard Motor Co.—7 A. M.-6 P. M.—872 Lincoln-Fords only.
Graham—Moon Motor Co.—7 A. M.-10:30 P. M.—558J-558J.
Greensboro—Greensboro Motor Car Co.—7 A. M.-6 P. M.—2500-1020W (Buick Service only.)
Greensboro—Boren & Swaim Service Stations (Gasoline and oil service only.)—7 A. M.-10 P. M.—51.
Greensboro—Guilford Motor Car Co.—7 A. M.-12 P. M. for storage—8 A. M.-6:30 P. M.—166-166. (Franklin and Nash service only.)
Greensboro—Coble & Starr Motor Co.—7 A. M.-10 P. M.—678-684.
Greensboro—Mebane Motor Co.—(Dodge service only)—7;30 A M.-6 P. M.—2351-2351.
Greensboro—Thos. C. Hunt, Inc.—8 A. M.-6 P. M.—260-227-J. (Packard service only.)
Greensboro—Winder Oil Co.—6 A. M.-12:30 P. M.—2605-2605.
Greensboro—Armfield **Motor** Co.—All Hours—1918.
Greensboro—Arcade Service Station—All Hours—3428.
Greensboro—Ashboro Street Garage—6:30 A. M.-10:30 P. M.
Greenville, N. C.—Sugg Motor Co.—7:30 A. M.-9 P. M.—429.
Hamlet—Seaboard Filling Station—7 A. M.-10 P. M.—143.
Hamlet—Auto Inn—6 A. M.-10 P. M.—71W-71W.
Henderson—Stevenson Motor Service Co.—8 A. M.-9 P. M.—125.
Hendersonville—R R Motor Co.—7 A. M.-12 P. M.—27.
Hickory—Hickory Motor Corporation—6 A. M.-11 P. M.—405-24.
High Point—White Way Motor Co.—7:30 A. M.-10 P. M.—393.
High Point—Sheraton Garage—All Hours, Close Sunday 9.30-1 P. M.—2485-2485. (Open for Road Service 7 A. M.-6 P. M.)
Hillsboro—Orange Motor Co.—7 A. M.-6:30 P. M.—98-110.
Jamestown—Jamestown Motor Co.—7 A. M.-10 P. M.—5321-5321.
Kannapolis—R. M. Housel Garage—6:30 A. M.-9 P. M.—33-133-150.
Kinston—Kinston Garage, Inc.—6.30 A. M.-10.30 P M.—414.
Laurel Hill—Pate Overland Co.—7 A. M.-6 P. M.—3911-3905.
Laurenburg—McNair Automotive Co.—7 A. M.-6 P. M.—303.
Lenoir—Merrit Motor Co.—Phone 52.
Lexington—Gray Motor Co.—All Hours—353.
Leaksville, N. C.—Leaksville Motor Co.—7 A. M.-12 P. M.
Liberty—Smith Motor Co.—7 A. M.-6 P. M.—75.
Lincolnton—Hinsons Garage—7 A. M.-10 P. M.—291-296.
Louisburg—Beck's Garage—7:30 A. M.-11:30 P. M.—311-46.
Lumberton—Townsend Motor Co.—7 A. M.-6 P. M.—196-154.
Madison—Rockingham Auto Co.—7 A. M.-7:30 P. M.—45.
Marshville—Marshville Motor Co.—7 A. M.-9 P. M.—154.
Maxton—Wilbarn Service Co.—7 A. M.-9 P. M.—215.
Mebane—James Warren Motor Co.—9 A. M.-6 P. M.—100-100.
Mebane—Elkins Motor Co.—7 A. M.-6 P. M.—134-91.
Monroe—Monroe Motor Co.—7 A. M.-7 P. M.—599.
Mebane—Mebane Auto Co.—6 A. M.-9 P. M.—97-97.
Morehead City—Service Garage—7 A. M.-6 P. M.—1J-10-J.
Morehead City—Morehead City Garage—6 A. M.-6 P. M.—100-122J.
Morganton—Erwin Bolton Motor Co.—7 A. M.-6 P. M.—112.
Mt. Olive—J. L. Hatchers Garage—7:30 A. M.-10 P. M.—32-133.
New Bern—Automotive Service Co.—7 A. M.-12 P. M.—866-868.
Mt. Airy—General Motor Co.—6 A. M.-6 P. M.—42.
Nashville—Wheeless Motor Co.—6 A. M.-10 P. M.—68-96J.
New Bern—Willis Motor Co.—7 A. M.-8 P. M.—287-794.
New Bern, N. C.—Service Motor Co.—7 A. M.-12 P. M.—600-93.
Newton, N. C.—City Service Station—7 A. M.-9 P. M.—197-141.
North Wilkesboro—W. W. Call Motor Co.—7 A. M.-6 P. M.—238.
Oxford—Crenshaw Motor Co.—7 A. M.-6 P. M.—1635.
Oxford—Granville Motor Co.—6:45 A. M.-6 P. M.—90-1R.
Pinnacle—Pinnacle Motor Co.—7 A. M.-10 P. M.
Ramseur—Moore Motor Co.—7 A. M.-7 P. M.—116-5.
Randleman—Randleman Motor Co.—7 A. M.-7 P. M.—97-85.
Roanoke Rapids—Joyner Motor Co.—7 A. M.-6 P. M.—226.
Rockingham—Jenkins Buick Garage—7 A. M.-11:15 P. M.—341.
Raleigh—Motor Service Co.—6 A. M.-10 P. M.—777.
Raleigh—Franklin Auto Sales Co.—7:30 A. M.-6 P. M.—715-715. (Franklin service only.)
Raleigh—Sugg Motor Co.
Raleigh—Phinney Sales Co.—8 A. M.-5:30 P. M.—2065.
Reidsville—Square Motor Co.—7 A. M.-6 P. M.—357.
Rockingham—Jenkins Buick Co.
Rocky Mount—Edwards Cutchin Motor Co.—All Hours—362-362.
Roxboro—Crowell Auto Co.—7 A. M.-8 P. M.—77.
Smithfield—Sanders Motor Co.—6 A. M.-11 P. M.—168-7406.
Salisbury—Cal Cutting Motor Service Co.—7 A. M.-9 P. M.—441.
Salisbury—Motor Tire&Service Co.—7 A. M.-10 P. M.—456W.
Sanford—Hanner Motor Co.—7 A. M.-6 P. M.—200.
Shelby—Thompson Higgins Motor Co.—All Hours—517-129.
Snow Hill—Moye Motor Co.—6 A. M.-10 P. M.—11J-11W.
Southern Pines—Davis Motor Co.—7 A. M.-11 P. M.
Southern Pines—Federal Service Station—7 A. M.-12 P. M.—308.
Spartanburg, S. C.—Magnolia Oil Co.—6:30 A. M.-12 P. M.—1486-1486.
Statesville—Yount Motor Co.—7 A. M.-8 P. M.—41.
St. Pauls—Auto Supply Co.—7 A. M.-7:30 P. M.—54.
Sylva—J. S. Higdon's Garage—7 A. M.-7:30 P. M.—1.
Summerfield—Square Motor Co.—7 A. M.-9 P. M.—262-211J.
Starr, N. C.—Seward Garage—7 A. M.-6 P. M.
Spray, N. C.—Spray Motor Co.—7 A. M.-10 P. M.—297.
Thomasville—Motor Service Co.—7 A. M.-9 P. M.—368.
Tarboro—Corbett Bros. Garage—7 A. M.-6 P. M.—49.
Thomasville, Route No. 2—Bobs Garage—6 A. M.-9 P. M.—5228.
Wallace—Wallace Motor Co.—7 A. M.-8 P. M.
Warsaw—Thomas Motor Co.—7 A. M.-6 P. M.—53.
Waynesville—Swift Motor Co.—7 A. M.-6 P. M.—176.
Washington—Claude L. Carrow Garage—7 A. M.-6 P. M.—330.
Weldon—Bounds Motor Co.—7 A. M.-9 P. M.—207-226.
Wilmington—MacMillan & Cameron—All Hours—15-15.
Wilmington—McMillan & Marshburn—7:30 A. M.-7 P. M.—52-1417L-2.
Wilson—Ruffin Filling Station—All Hours—912-626-478-1300.
Winterville—A. G. Cox Mfg. Co.—6:30 A. M.-6 P. M.—2204-2204.
Winston-Salem—Flynt Service Station—All Hours—7-7—(Gas, oil and tire service only).
Winston-Salem—Ideal Motor & Equipment Co.—All Hours—103-107.
Warrenton—Roy Davis Garage—7 A. M.-9 P. M.—60-143J.
Williamston—B. R. Barnhill Garage—7 A. M.-7 P. M.—201-158.
Wilmington—McMillan Garage Co.—All Hours—250-250.

HOW TO OBTAIN EMERGENCY ROAD SERVICE

Do not fail to carry your membership card. **No service will be given unless you have it with you when asking for aid. When you** require Emergency Service, telephone nearest Official Garage listed.

Furnish the Official Garage with the information **which is on your** membership card.

Our nearest Official Garage will immediately send **a mechanic to** your aid; he will either start your car in thirty **minutes so you can** proceed under your own power or will tow you to **our nearest Official** Service Station, without expense to you.

Should you wish your car towed to any other than **our nearest** Service Station, you must bear the expense after leaving **said station.**

Your Club is not in the repair business. We only **render Emergency** Service and agree to do one of two things: **Start you under** your own power or tow your car to safety. We do not **supply parts** or accessories of any kind.

If your car is wrecked or disabled so it cannot operate **under its** own power; if there are broken parts or mechanical **defects that** cannot be repaired at the roadside within a half hour, **our Service** man will immediately tow your car to our nearest **service station.** When it arrives there, our responsibility ceases **and you are at** liberty to have your car repaired by whomsoever **you wish.**

In case of a puncture, our Service man will change your tires for you if you have a spare one, or he will put in a spare inner tube and inflate it. In no event will they repair punctures except at the expense of the member.

If the car can operate under its own power, **without damage to itself,** you are not entitled to our service. **You must take it to a garage** and arrange for its repair at your own **expense.**

Free Emergency Road Service is rendered to a distance of five (5) miles only, and a limit of thirty (30) minutes free work after reaching the car. Distance and time in excess will be paid for by the member.

Should you require gasoline, our Service men will **bring you one** gallon to enable you to proceed to a gas station. **The member pays** for the gas, the service being free.

As the name indicates, this is EMERGENCY ROAD SERVICE and no service of any kind will be rendered in a private or public garage.

The Club requests that you do not tip our Service **men as they** are paid by us in every case commensurate with **service rendered.**

In the case of a wreck where the car is insured, the **member must** pay the Service Garage for the tow as the insurance **company will** reimburse him for this.

Official Service Garages

All Service Stations used by the Club in rendering **you aid are** under a bond to the Club guaranteeing to our **members preferred** gate any lack of service on the part of our Official Service **Garages** service. We will appreciate information and will carefully **investi-** **or discourtesy on the part of their employees.**

Complaints and Suggestions

(Members are urged to fill in this form to report any conditions that need attention at any point in Carolinas. The complaint will be immediately taken up and you advised of the results. If you do not wish your name used please so state. No complaints unless signed will be given attention.)

To C. W. Roberts, Vice-President
Carolina Motor Club, Inc.

Greensboro, N. C.

1. *Bushes Needing Trimming or Cutting:*

They are in the Town of ....

They are located on the road from .... to ....

Are they on private property? .... Who owns the property? ....

Are they on the highway? .... Give as clear directions as you can of where the bushes are.

....

....

2. *School Signs:*

School is located on .... Street or road in the Town of ....

....

3. *Roads Needing Attention:*

The road from .... to ....

State condition of road. What is the matter with it? ....

Is it a State Highway? .... Is it a Town Road ....

....

....

4. *Dangerous Holes in Road:*

On the road from .... to ....

Give location of hole in road ....

....

....

5. *Direction Signs:*

A direction sign is needed at the following place ....

....

....

The above is on the route from .... to ....

6. *Traffic Suggestions or Complaints:*

....

....

7. *Miscellaneous not Covered by the above:*

....

....

Name of Member ....
Sign name in full.

Street and No. .... Town or City of ....

WHY CITY GOVERNMENTS SHOULD TAKE THE LEAD IN SAFETY CAMPAIGNS

(Continued From Page Four.)

Helps to Build Up Good-Will.

City officials today generally recognize that the only way to build up public confidence and good-will is to render a definite service; the day for trying to accomplish this merely by talking or promising is past. Inasmuch as the most precious thing on earth is human life, it is evident that anything which is done to conserve life, especially the life of little children, will be appreciated by citizens, and particularly by fathers and mothers.

In the last city in which the writer participated in a safety campaign, the active co-operation of the Commissioner of Police and the Chief of Traffic within a period of three months changed the attitude of the public force from one of bitter criticism and lack of confidence to outspoken appreciation and recognition by the press and the most prominent citizens.

We must look in the face the disagreeable fact that many business men are still obsessed with the idea that city officials are politicians and are therefore neither efficient nor sincerely interested in activities that will make for community betterment. In view of the fact that accidents vitally affect every business man, not only on account of his financial interest but because of his family, there is nothing that will so quickly win his confidence and co-operation as for city officials to actively participate in a community-wide campaign for the reduction of street and home accidents.

Most Propitious Time for Starting Safety Campaigns.

There never was a time so propitious as the present for inaugurating a community-wide safety campaign. Practically every city in America is looking for some solution of its traffic accident problem. Scores of cities are starting some sort of safety campaign or talking about starting such a campaign. Most of these campaigns will turn out to be superficial affairs, with the unfavorable results already mentioned, unless the municipal administration, from the mayor down, provides real leadership and co-operation. It is no longer necessary to experiment, nor is it necessary to undertake a great list of expensive activities. For out of the experience of some two dozen cities, and particularly out of the experience of the five cities that have conducted the most successful safety campaigns of the last two years, there has been developed a simple program for community safety, based on just five fundamental activities, which can be adapted to a city of any size, and which, given the proper leadership, is practically certain of success. This plan will be described in a subsequent article.

COMPLAINTS AND SUGGESTIONS.

A New Service to Check up on Conditions and Relieve Dangerous Corners.

There is printed in this issue of the CAROLINA MOTORIST a form entitled "Complaints and Suggestions." Every member in his daily travel comes across some corner in a town on which the owner of the lot has planted some shrubbery that makes the corner an unnecessary menace to life and property. You may recall some rural or city schools about which school signs have not been placed. You may travel over a road that needs attention and is not getting it, etc., etc.

We do not promise immediately to remedy the trouble but we do promise to take the matter up in a most friendly way with the property owner, the municipality, county or State Highways Departments, and find out what the conditions exist and when they will be corrected. We will carefully keep record of all complaints and advise the reporter of the complaint the results of our investigation.

We believe that every city, town, county and State wants to co-operate with the motor vehicle owners. Let's give them a chance.

If you do not have a use for this form now, keep it for future use. You will want it some time.

The Road That Outlives the Bonds

USE CONCRETE FOR PERMANENCE

The mileage of Concrete Roads is rapidly increasing year after year —because no other pavement stands up under punishment like Concrete.

Concrete Roads carry any kind of traffic indefinitely, practically without repairs. They have the maintenance built into them.

That is why Concrete Roads will outlive the bonds.

* * *

The Portland Cement Association has a personal service to offer individuals and communities. This service is designed to give you more for your money—whether you use Concrete or have it used for you.

Our booklet R-3 tells many interesting things about Concrete Roads. Write this office for your copy.

PORTLAND CEMENT ASSOCIATION

Hurt Building
ATLANTA, GEORGIA

A National Organization
to Improve and Extend the Uses of Concrete

Offices in [illegible] Cities

DISTRIBUTORS

Armature Rewinding

USL

Starter and Generator Repairing

STORAGE BATTERY

NORTH & SOUTH CAROLINA BATTERY CO.
400 S. Tryon St.
Charlotte, N. C.

Camp Site Guide--U. S. Hi-Way Map

Books describe improved tourist camps—maps shows location. At dealers or sent prepaid for 50c—No stamps. *Distinctive log and routing service—Trips planned—Details on request.*

UNITED STATES TOURING INFN. BUREAU, Inc.
Waterloo Iowa

RIGHT ON YOUR WAY

Going to Asheville.

If en route to Blowing Rock follow No. 10 this far and cut across via Rhodhis to Lenoir.

Visitors Always Welcome

The Howard-Hickory Co.

Nurserymen - - - Landscape Gardeners

On Highway No. 10 and Southern Ry.
HICKORY, N. C.

Edgerton Tours

Personally Conducted

California, Grand Canyon
Yosemite Yellowstone
Summer School
University California
Alaska Canadian Rockies
Eastern Canadian Points
Niagara Falls, Thousand Islands
Boston, New York City,
Washington, Cuba
and Europe

MODERATE PRICES

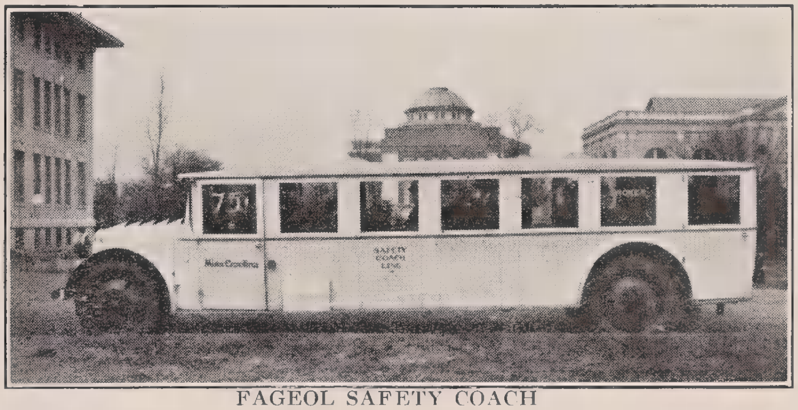
Service Unexcelled

—Write—

Edgerton Tours
Greensboro, N. C.

SAFETY COACH LINE, Inc.

Raleigh, N. C.



FAGEOL SAFETY COACH

When you travel consider the Safety, Comfort, Service, and Economy offered by Safety Coach Line buses. The splendid roads of North Carolina make possible the operation of these highway parlor cars at lowest cost and highest efficiency. We offer you not only greater comfort, safety and service than other means of transportation, but at lower cost.

Lines Now Operating Between Raleigh, Durham and Greensboro

SAFETY COACH LINE

134 West Martin Street
RALEIGH N. CAR.

ANTICIPATION

The Code of Operation of the Foor & Robinson Hotels

Anticipation — No other word could so fully express the code of the Foor and Robinson Hotels—"Good Hotels in Good Towns."

Anticipation of the needs, wants, demands—whims, if you please—of the tired traveler, the way-worn tourist, in a warm, cordial atmosphere of refined elegance and restful beauty.

Anticipation, as a Foor and Robinson code, goes far deeper than ordinary hotel "Service." It selects for its field only the city that needs and will support a fine new hotel: decides its correct location; determines its architecture, floor planning, equipment; governs the organization of its personnel; becomes the spirit of the force, from manager down to the newest bell man.

The result of this code of Anticipation is Hotel Excellence. Its reflection is Guest Anticipation. The delighted traveler inquires for the next Foor and Robinson hotels; plans his trips to make Foor and Robinson hotels his headquarters—for side trips—for week-end stops. He looks for service and GETS IT.

Carolina Hotels Under Foor & Robinson Direction

HOTEL CHARLOTTE

Charlotte, N. C.

Just opened. 275 rooms, with baths—a beautiful house—the last word in furnishings, completeness of equipment and ease of access to all necessities of travel. The Heart of Charlotte — Headquarters for the seething activities of the New Industrial South.

THE SHERATON

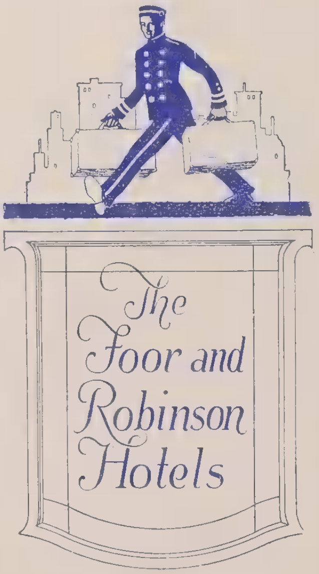
High Point, N. C.

Complete gem of a hotel home, decorated and planned in exquisite taste. Sets a fine table. Comfortable place for week-end tours and a favorite stop for business travelers.

THE O. HENRY

Greensboro, N. C.

Set the standard of Anticipation for the Foor and Robinson Hotels. The beauty and comfort, the orderly and complete service of the O. Henry Hotel, its excellent table—are famous everywhere. Has 275 rooms. A club-like house that wins the highest praise from the traveling public.


The Foor and Robinson Hotels

THE FRANCIS MARION

Charleston, S. C.

A Modern Hotel in an Atmosphere of Tradition. Just opened—300 rooms with bath. Towers above Marion Square—the high spot, the center, the crown of Charleston. Has every facility for every sort of gathering.

THE GEORGE VANDERBILT

Asheville, N. C.

Now building—to be opened in July. Will be the show hotel of the Carolinas—the much needed centrally located house for business, golf and touring.

THE CLEVELAND

Spartanburg, S. C.

Without a doubt, the finest house in that part of the state. Favorite stop for motorists and week-ending business travelers. Excellent cuisine, appointments, a house of comfort and real service.

"Good Hotels in Good Towns"

Scoggin — Winston-Salem

CAROLINA MOTORIST

May, 1924 25 Cents

Who's Next?

Families of Both Unfortunates Were Protected by Pilot Accident Insurance---Is Yours?

Daily, the newspapers tell of death or injury from automobile accidents. The number ever increases. Financial protection against such accidents is wisdom—is necessity. The fate of Mr. Norris and Mr. Hudson illustrates. Both carried Pilot Automobile Accident Insurance.

For only $10 per year (ages from 15 to 65) the Pilot Policy offers the following features:
For any accident occurring while riding in, operating, getting into or out of, being struck by, thrown from, adjusting or cranking, or by the burning or explosion of an automobile—it pays:

$2,500.00 if you are killed, paralyzed or blinded; lose two limbs, or lose on eye and a limb.

$1,250.00 if you lose one limb.

$833.00 if you lose an eye.

$625.00 if you lose a thumb and an index finger of either hand

$50.00 per week for ten weeks if the attention of a graduate nurse is required or you are confined in a hospital.

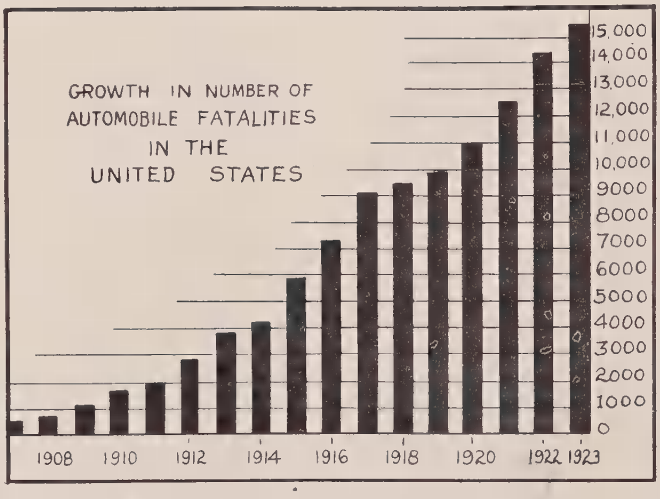
$25.00 per week for the **entire period** of disability due to an accident.

$12.50 per week for partial disability for 26 weeks.

$100.00 identification expense.

Auto Fatalities Increase

The chart below strikingly illustrates the ever-increasing automobile hazard. It is no longer a question of whether or not one can afford to carry automobile accident insurance. It is fast becoming a question of whether or not the company can afford to sell it.



REPRESENTATIVES WANTED:—The complete protection offered by the Pilot Automobile Accident Policy, and its low premium, should appeal to every motorist and presents an opportunity for hustlers in every town in the Carolinas and Virginia. Write at once for full details.

L. M. NORRIS OF BOONE KILLED IN CAR CRASH

Shoe Salesman Pinned Beneath Wreckage On Morganton-Lenoir Highway—Marvin Miller Hurt

(Special to Daily News)

Morganton, March 6.—L. M. Norris, shoe salesman, was killed and Marvin Miller, who sells shirts and overalls for a Bristol concern, was painfully injured, when Norris' car slid off an embankment on the Morganton-Lenoir highway last night and overturned.

Both men's homes are near Boone. Norris, who was driving, was pinned beneath the car and died a short time after he was taken from beneath the wreckage. Miller jumped and escaped with minor injuries and bruises, although at first it was thought that his back was broken. He is recovering at a local hospital.

Walter Green, of Boone, brother-in-law of the dead man, arrived this afternoon and accompanied the body back to the Watuga home.

To the dense fog that made it almost impossible to see ahead is attributed the cause of the accident. Miller says that Norris was looking around the windshield trying to keep in the road and was evidently deceived in a rather sharp turn in the road where the accident occurred.

J. R. HUDSON MET DEATH AT SHARP CURVE IN ROAD

Greenville, S. C., March 24, 1924.—J. R. Hudson, well known business man of this city, was fatally injured Saturday when the automobile in which he was riding left the Fork Shoals road at a sharp curve several miles from the city.

The afternoon was chill and rainy and the windshield became clouded. Apparently Mr. Hudson did not see a sharp curve in the road near Marrowbone branch. The Ford coupe leaped over a steep embankment, turned over two or three times, coming to a point of rest, wheels upward and the driver pinned beneath, under a crushed steering wheel, with the rippling waters of the stream passing thru the wreckage of the light automobile.

Mr. Hudson's skull was crushed. He was in an unconscious state when discovered and died in the city hospital here without having spoken.

Mr. Hudson was a salesman for Landrum and Childs Company and well known here. His untimely death is mourned by many in Greenville and all other parts of upper South Carolina. He leaves to mourn his death, a widow, two children, his parents, Mr. and Mrs. E. P. Hudson, of Greenville, three brothers, Ernest and Eustice Hudson, of this city, and Walker Hudson, of Athens, and one sister, Mrs. R. L. Waldrop, also of Greenville.

THE PILOT LIFE INSURANCE CO.

Capital $1,000,000.00 — **Organized 1903** — **Assets $7,216,000.00**

A. W. McAlister
President

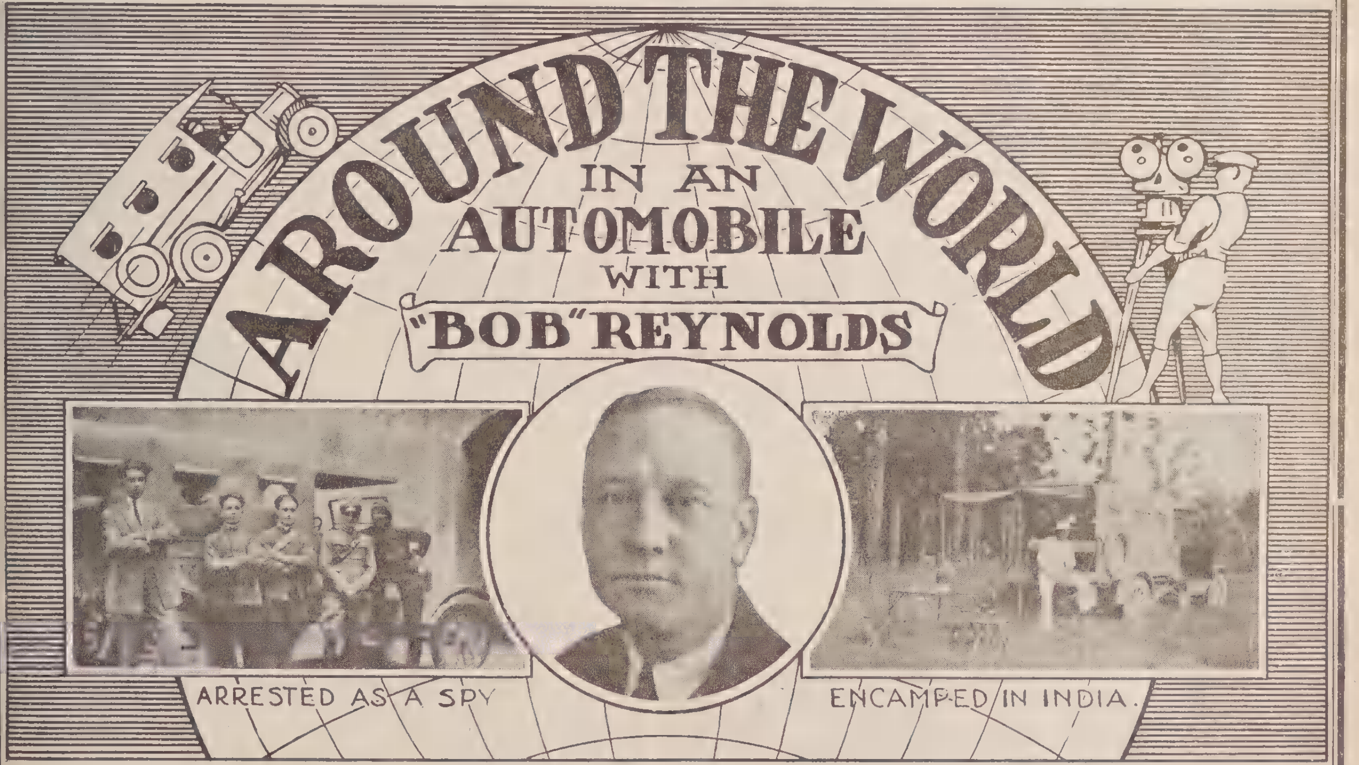
Greensboro, N. C.

C. C. Wimbish
Mgr. Accident & Health Dept.

Wonder Pictures

While enroute around the world in an automobile, Robert R. Reynolds, an enthusiastic member of the Carolina Motor Club, made thousands of feet of motion pictures which have been edited into a

SIX—REEL FEATURE PRODUCTION—SIX



These wonder pictures tell the story—how he made this adventure trip over Gypsy trails of Europe, Africa, Asia, and North America. They teem with interest and many thrills.

Ask Your Local Theatre Manager to
Book These Pictures for His Play House

Adventurelogue Pictures
Association

10 Church St.—Asheville, N. C.

Are You a Loyal Booster?

Now is the time to prove it

I BELIEVE that 90 per cent of our members belong to this organization because of the greater things that can be accomplished through co-operation; the other 10 per cent for the direct personal results that can be obtained through membership.

I am very anxious to have all members know that this club, under my management, will endeavor to continue the good work it has been doing, and increase the activities wherever possible. It naturally follows that I must have the co-operation of all members if we are to do bigger and better things.

I know that each and every member has enough personal pride in the Club to want it to prosper, and if possible (and it is possible) to be the largest and best Automobile Club in the United States.

Your Club will grow rapidly and accomplish great results with the full co-operation of the members.

What a wonderful thing it would be if each member would be a loyal booster and send to your manager a new member.

A doubled membership over night, through a few minutes' work by each member. It will take years to accomplish this result if I have to do it myself, but with your assistance undreamed of accomplishments can be immediately attained.

May I count on you to send in at least one new member? I am depending on you to lend your help in this great work.

I will tell you next month how many loyal boosters we have, and I hope you will be numbered among them.

Your General Manager,

C W Roberts

CAROLINA MOTORIST

Volume 2 GREENSBORO, N. C. Number 7

Title Registration

by

Sprague Silver, Title Registrar

TITLE Registration was first adopted in Maryland, the following year Indiana adopted practically the same law, and in both states it has been very beneficial.

We now have about sixteen states in the Union which have the Title Registration Law, and it is only a matter of time before every state will adopt the same law.

Our last Legislature very wisely adopted this law, and since the same went into effect last October our Department, with a very large clerical force, has been very busy getting the automobiles in North Carolina titled. Up to April first, six months after the law went into effect, we have titled about seventy-five per cent of the automobiles in this state, and each day brings new applications to our office.

We still lack about twenty-five per cent of the automobiles which are not titled, due to ignorance for about twenty per cent and five per cent stubbornness.

Next June will tell the tale, for the ones who have their automobiles registered under this law will have no trouble at all in getting their new licenses, and those who have failed to do so will be kept on the waiting list until they get a clear title to their cars.

On account of the great increase of the automobiles in North Carolina, we have, or shortly will have thirty-eight branches of the Automobile Department distributed through the state, so when the new season opens July the first, every auto owner can go to his nearest branch, present his title, and with the necessary license fee, get his license and will not be deprived of the use of his car. These offices will be maintained by the Carolina Motor Club.

Title Registration is the only way an accurate check can be kept on the automobiles in our state, it furnishes our office with the following data: Source from whom purchased, engine and serial numbers, style of car, year car was manufactured, from whom car was purchased, date of purchase, whether cash or time transaction, and giving name or party or parties holding lien or mortgage, if not a cash purchase.

In fact the title to a car is identically the same thing as a deed to a piece of property.

In the Title Registration Department we file the applications numerically, we also have two card files, one for the alphabetical list of Title Holders and the other with the engine numbers of each make of car.

With this law enforced it is absolutely impossible for a party to steal a car in North Carolina and have the same car registered in this state.

All cars stolen are reported to us and we place a Stolen Report Card in our files, and if a party applies for License or Registration, we can easily trace the car. Numbers of these cars have the motor numbers changed, but the acid test will readily bring out the original number and thus enable us to locate the original owner.

Out Inspectors have, with the aid of our files, returned to the original owners about 40 per cent of the cars that have been stolen. The Underwriters Detective Bureau reports that one-fourth of the recovered cars in the South are on the information from our State Automobile Department. We hope that in the near future to have the best Theft Bureau in the country thus enabling our automobile owners to get protection from thieves, and also give them the lowest insurance rates.

Title Registration has helped the dealers locate numbers of cars. When they hold a lien or mortgage on the car and the party moved away or traded the car, by the aid of our files we can readily trace and locate these cars. The wise dealer will not take a car in a trade unless he can obtain the title.

Anyone who has neglected having his car registered, should do so at once, the longer it is put off the harder it will be to secure your title, especially if you have traded several times.

Title Registration not only protects the car owner from theft, but reduces the insurance premium.

If your car has been stolen or you hold a lien or mortgage on a car and cannot locate the party, write us and let our Department help you.

Current Facts Best Buying Guide To Current Cars

By William Ullman

BUYING this year's automobiles on tips that would have been applicable to last year's models only will result in thousands of disappointed motorists unless something is done very shortly to change the situation.

Motorists have reason to be proud of their cars, and it is their privilege to make public the fact that the cars they bought were unsatisfactory, but manufacturers and dealers are generally thought to be right in demanding that when such motorists offer advice on purchasing machines they should refer to the current offerings along Automobile Row and not to what the shopper never can be in the market for.

The person who is looking for a brand new car can now only buy a new car of the current year's model. What a car has been last year, or is going to be next year has nothing to do with what it is this year. If he is going to purchase a new car and have delivery on it this year the only question in his mind is to consider its present value as a motor vehicle together with its value to him.

A number of people are still referring to a certain make of car as a beautifully upholstered machine, when as a matter of fact its upholstery has been purposely taken out of the luxurious class in order to put the machine in a lower and more popular price group. Thousands of people are still saying that this same make of car is a hog on gas, when as a matter of fact it is now one of the most economical cars of its power class on the market.

There is another popular make of car that gained a reputation for having a very difficult gear shift. At all the automobile shows this year people were still advising others not to consider the car on this account, yet intelligent buyers of automobiles know that for the past two years this car has been using a new clutch that renders gear shifting as simple as any car on the market.

If motorists persist on buying cars on antiquated advice it is freely predicted that there will be a lot of surprised owners this year, and much of this surprise will not be of the desirable sort. It cannot be otherwise when people buy this year's car on the strength of what the same makes of cars happened to have done in the past.

Reputation in building cars, good or bad, is an important point to keep in mind, but it is not a paramount feature of buying.

There have been several notable instances where cars of little virtue has risen to high rank, and cases where presumably reliable cars have suffered at the hands of unwise engineering and manufacture.

If a man is considering a car he can get a certain line on the value of the present year's model, but his best guide will be a knowledge of what the current year's car can do and how well it is made. All this can be determined without taking advice from people who have had acquaintance with only previous models and who, therefore, are prejudiced by information that is out-of-date.

There still lurks in the minds of many people the idea that a certain make of car is designed so inaccurately as to fail continually to fire on all six. Naturally, this keeps a lot of people from buying a make of car that might suit their particular needs better than any other for the truth is that the engine is one of the best of its kind being built.

During the war it happened that an engineer at the factory decided to try eliminating one of the rings from each piston, and the result was most unsatisfactory. Motorists who know the facts proceed to buy the latest version of this make just as though the situation had never happened; for it has absolutely no bearing on present conditions. It was a war expedient that didn't work out. In all probability such a thing would never happen again.

Just because there is so much "tip giving" to car buyers it has lately come to the attention of the trade that many people float the suggestion that if a car has been satisfactory for a few years it is likely to be a little "off" for the current year. "Better wait another year, or buy something else," they advise.

Now it is true that sometimes a reliable car maker will have an off year, but it is very interesting to note that the year of the unsatisfactory sales is seldom concurrent with that of the unsatisfactory producet. This indicates the fallacy of buying cars on last year's tips, for it means that the public goes ahead buying the product of the low value year and then holds off during the next year when in all probability the manufacturer has corrected every error.

This means that a lot of people are constantly buying the poor models and foregoing the opportunity to purchase the best.

Such conditions are being discouraged as rapidly as possible. Motorists are getting to be better judges of values and salesmen are insisting that present values in cars be proved. But there is still entirely too much buying on antiquated information for the good of motoring.

It is still somewhat discouraging to those who are working for a better distribution of cars among owners through more logical buying to note how many motorists are still talking about features, both good and bad, that haven't been seen on the new cars for the past two years. One make used to turn out a most unsatisfactory paint job, and there are thousands of people all over the country to say today that the Blank car is right good except for the paint.

When a group of average motorists get together and discuss cars one would have every evidence to support the belief that they were discussing models of two to five years back. Without opening the hood to see what the situation is at present two motorists recently decided that the fan belt was a point against a certain car because it was too narrow yet if they had used a little judgment they would have discovered that the manufacturer has been using a belt of double width for two years.

Somebody had a fire with his car once upon a time, and ever since then his friends and acquaintances have made it a point to steer clear of the particular make. This car now rates with the highest in the insurance manuels. (Copyright 1924, by the Ullman Feature Service)

Need for Union Traffic Law

An Interview by Thos. P. Henry, President American Automobile

MOTOR tourists will have a new duty to perform as they travel to and fro across the land from now on if they are willing to aid a plan evoked by the American Automobile Association to promote uniformity of traffic regulations and provide better motoring laws generally.

It appears that a main difficulty in the way of effective uniformity of traffic regulations and motor vehicle laws is the unfamiliarity of one section of the country with conditions prevailing in another, and and it is the opinion of the A. A. A. officials that uniformity would be several steps nearer a reality if automobilists would familiarize themselves with the conditions under which other folk operate their cars.

According to President Thos. P. Henry of the A. A. A., heads of traffic bureaus in many prominent cities are now studying conditions in other cities with a view to determining whether or not they themselves are on the right track. If motor tourists would make a similar effort to study conditions as they find them in various parts of the country and make recommendations for improvements accordingly, the main stumbling block to uniformity, Mr. Henry points out, would be eliminated.

"With respect to uniformity," says Mr. Henry, "the country is faced with a problem of first eliminating the sort of situation which makes the people of one city ignorant of the motor regulations in force in another. When we have removed this feature it should be a simple matter to do away with the unnecessary regulations because everybody in every section of the country will know what regulations are necessary.

"As matters stand, uniformity is virtually blocked by reason of the fact that the motorist from California thinks his regulations are the best that can be provided for him. Likewise the man in New York. Neither may suspect that somewhere in between their respective States there may be methods of regulation superior to those in the west or the east.

"But how are the bulk of the Nation's motorists to know what is going on in other sections of the land unless the tourists themselves who have intimate touch with the subject make their observations known?

"Traffic officials are making some important discoveries in their tours of investigation, but the motor tourist could do even more for the Nation's motoring."

"The motorist is the party who knows whether the laws are working properly, and when he tours he has a unique opportunity to get an entirely new viewpoint on the whole subject. When he returns from a trip on which he has discovered important improvements in traffic regulation, he should report the facts to his local automobile club immediately. The information would then be tabulated and forwarded to A. A. A. headquarters in Washington.

"I am of the opinion that useless or even dangerous laws and regulations exist in many parts of the country without the local public being fully aware of it, and that sane ideas which should be standardized have not been brought to the fore.

"With the opening of the travel season it is hoped that automobile tourists will assist the A. A. A. in the work of 'clearing' these facts by studying traffic conditions as they find them and by speaking up."

The Inexperienced Driver Vs. the Road Hog

IN A BULLETIN just issued by the traffic committee of the American Automobile Association motorists are given timely warning against confusing the "road hog" with the inexperienced driver whose lack of courtesy or recklessness may be unintentional.

According to the A. A. A. paper every spring brings its list of preventable accidents as a result of experienced drivers mistaking unintentional for wilful recklessness and violation of rules of the road.

As a result of several recent investigations into accident causes in which it was shown that collisions often resulted from the inability of seasoned drivers to make allowances for the shortcomings of beginners, the A. A. A. has outlined for motorists some suggestions as to safeguarding car users through better understanding between drivers.

The recommendations of especial importance are as follows:

"Whenever a driver seems to be usurping the right of way at an inter-section when he is not entitled to do so it is safer to assume that he or she is inexperienced and not wilfully disrespectful of law and order. Too many motorists seek to 'teach others a lesson' at the wrong time, and the inevitable result is an accident.

"The proper time to teach the new driver the rules of the game is before he has to apply them. The experienced driver who leads the beginner into believing that the only way to learn to drive is to enter heavy traffic and 'sink or swim' is only encouraging the worst form of recklessness.

"The wilfully reckless driver may change his mind at the last moment and avoid trouble simply because he drives well enough to know how to avoid it, but the inexperienced driver has no such advantage.

"There will be about 1,000,000 new drivers this year if car sales continue at the present rate. While skill in operation of the car is an easier matter to acquire by reason of the great improvement in controls, traffic conditions are more complicated than at any time in the history of the automobile and knowledge of rules and courtesy never more important.

Automobile Accidents to Be Reduced

Automobile accidents thoughout the country may be greatly minimized in short order as a result of a statement issued today by President Thomas P. Henry of the American Automobile Association.

Mr. Henry says that while carelessness is admitted by safety councils and civic organizations to be the basic cause of most automobile accidents and fatalities it is too vague a term for the average person. Accordingly he has outlined a set of suggestions which, it is hoped, will give the motorist as well as the pedestrian some workable ideas.

To the motorist the A. A. A. official says:

"Speed is relative. Just because you are not exceeding twenty miles an hour under certain conditions is no evidence that you are driving carefully. You might be speeding at ten.

"It may be unlawful to stop suddenly or change your direction of travel without signaling to the driver behind, but no law gives you the right to jeopardize yourself as well as the man behind you by signaling your intentions and then, in acting, disregarding his possible inability to stop.

"What is carelessness? Well, for one thing, it is starting on the trip without being sure that the brakes are in proper condition.

"When you are transporting passengers across railroad tracks knowing that your battery is too weak to recrank the engine, should it stall, that is carelessness.

"One positive way to prevent accidents is to refuse to carry on a conversation while driving the car. You can be civil, and there is no reason why you should not talk while driving, but you cannot discuss the fourth dimension and expect to succeed in driving your car so as to direct it safely in accordance with the other three.

"Carelessness lies in assuming that you can get by the other fellow on his right side before he turns over closer to the curb.

"Carelessness has a lot to do with assuming that everyone has alighted from the street car. Careful drivers don't assume anything. They make sure.

"Carelessness would cease being a vague term if it were more frequently associated with the practice of assuming that pedestrians will get out of the way when the horn is sounded. Many of them are deaf. Some are daydreaming. Others are stubborn. The pedestrian has the right of way at crossings, but you would be better off driving as though he has such a right even if he didn't have it.

"When a traffic officer says 'Go,' be sure that it's a logical step. Officers are only human. He may not see an impending hazard.

"Keep your eyes on the road. It takes only a second of neglect to produce an accident."

Carrying the A. A. A. message to pedestrians in the same concrete way Mr. Henry adds:

"You may have the right of way but remember that you are not bumper equipped.

"Carelessness afoot has much to do with not thoroughly understanding this hazard of walking, the automobile. Pedestrians who keep out of trouble are aware of the limitations of the automobile, as well as of the automobile driver. They know that it's harder to stop a car on a wet street than a dry one, and they conduct themselves accordingly at crossings.

"A pedestrian is careless whenever he or she looks to the right when starting to cross the street and to the left when half-way across. Traffic doesn't run that way. Look to the left when starting and then to the right when crossing the second half of the street. Wise pedestrians look both ways. It doesn't take any more time, and it saves life-long regret.

"Don't cross between standing or parked cars unless you are sure that the drivers are aware of your presence.

"Stand on the sidewalk until there is an opportunity to cross. Let the curb be your protection against the motorist who cuts sharply around the corner.

"Don't try to hurry across the street. Any flivver can beat you."

Mr. Henry concludes by saying that no attempt has been made to resolve these suggestions into ten rules or a dozen or twenty. "For the mere sake of completeness the American Automobile Association cannot subscribe to any such inplifying of so complex a problem. There is a new brand of carelessness offered every day, and a new rule to cover it. All the motorist or the pedestrian needs to know is that carelessness is composed of specific acts of folly. Knowledge of a few of these should easily suggest to him the rest."

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That is why Concrete Roads will outlive the bonds.

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Our booklet R-3 tells many interesting things about Concrete Roads. Write this office for your copy.

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The
NEWS and OBSERVER

JOSEPHUS DANIELS
Editor

JOSEPHUS DANIELS, JR.
Business Manager

RALEIGH, N. C.

Who Is Your Dealer?

By C. W. Roberts

Who is your dealer? One of the greatest assets to have back of the car you buy is a good dealer. A dealer who is permanent, who is anxious to help you get the most out of your car. Truth is, you may have little use for your dealer for the first year or so, but you want a good dealer who will help you wear your car out who will see that you get dependable service which in the past has often been rare.

What is a dealer? He isn't one with a catalog, with a desk, or a corner in a garage. The dealer is a man or firm with a service department and a parts department that will enable him to keep his customers' cars operating, regardless of what kind of accidents might happen to them.

Accidents, carelessness and wear, are most certain to happen to every car during its life time, and when they happen you need a reliable dealer to help you put your car in operating order with the least, possible delay.

The innocent public must be relieved of the unresponsible, inexperienced, incompetent, desk and curbstone automobile sales agencies who sometimes sell cars at suicide prices for various reasons, such as to discontinue business, convert cars into cash, etc., leaving the public at the mercy of the factories in the far west for daily maintenance service, parts, etc. which a reputable dealer should furnish.

With a view to identifying the qualified dealer, that is the dealer who is a member of the Carolina Automotive Dealers Association; and only reputable dealers will be accepted. The large emblem sign of the Association will be leased to every member on a regular yearly basis. Only members in good standing will be entitled to this sign, and only those dealers and others who can qualify will be acceptable as members.

NORTH CAROLINA DETOUR REPORT

May, 1924

ROUTE NO. 10

NEW BERN-KINSTON—Westbound traffic turn to the left as directed by large sign at End Street in New Bern, following Route No. 30 to Deep Gulley; thence to the right following large stand signs marked Route No. 303 and Route No. 10 to Kinston, entering Route No. 10 at Queen Street in the city of Kinston.

Eastbound traffic detour out of Kinston as directed by large signs, following reverse of the above.

THOMASVILLE-LEXINGTON—Westbound traffic turn sharp to left at stand sign just west of Southern Railway Station in Thomasville, following topsoil road as directed by signs, via Holly Grove, entering Route 10 near the east city limits of Lexington. Eastbound traffic detour to right at stand sign on Route 10 near the east city limits of Lexington and follow reverse of above.

SALISBURY-STATESVILLE—Westbound traffic from Salisbury turn left from West Ennis Street at Ellis Street for three blocks; turning right at sign for four blocks on Horah Street, thence right at detour sign to railroad crossing. After crossing, turn left one block by lumber plant two blocks then one block right to Mocksville road. Proceed to Mocksville by Route No. 80; Mocksville to Statesville, Route No. 75.

Eastbound traffic follow reverse of above.

GLEN ALPINE-BRIDGEWATER—Westbound traffic turn to left 1.72 miles from Glen Alpine at barricade marked, "Detour," thence in a southeasterly direction along detour (crossing new graded highway), for a distance of 600 feet to intersection of old highway, thence along old undisturbed highway 5.7 miles to Bridgewater.

Eastbound traffic follow reverse of above.

OLD FORT-RIDGECREST—Eastbound traffic turn to right 0.60 mile from Buncombe County line (sign marked "Detour"), thence along new graded roadway 0.5 mile to connection of old highway; thence to Old Fort on undisturbed highway. Lights maintained by Contractor at night.

CANTON-WAYNESVILLE—Westbound traffic turn left at detour sign in city of Canton and follow paved road to Woodrow. Turn right at end of concrete paving, cross Pigeon River on steel bridge, and follow gravel road No. 286 to Waynesville.

Eastbound traffic follow reverse of above.

(Continued on Page 10)

ROAD CONDITION REPORT ISSUED BY THE SOUTH CAROLINA HIGHWAY DEPARTMENT FOR WEEK ENDING APRIL 19, 1924

Note:—The following report is based on information received Thursday, April 17th, and does not take into consideration any rains that might occur after that day.

GENERAL CONDITION:—Fair to good in southeastern section. Good in Northwestern section.

Route No. 2.—Charleston-Summerville-Orangeburg-St. Matthews-Columbia-Newberry-Greenville-Easley - Seneca - Wallhalla - Georgia line. Charleston to 16 mile post paved, thence to Summerville to Orangeburg County line fair. Orangeburg County line to Columbia fair to good. Short detour near Dixiana in fair condition and well-marked. Coumbia to Newberry road paved 18 miles thence to Greenville good throughout. Greenville to Easley to Calhoun to Walhalla good. Walhalla to Mountain Rest fair. For Hendersonville and Asheville take Routes Nos. 21 and 29 from Greenville or Route No. 19 from Newberry by way of Union and Spartanburg.

Route No. 8.—National Highway: Grover-Blacksburg-Gaffney-Spartanburg-Greenville-Anderson-Alfords Bridge. Good throughout, short detour between Spartanburg and Cowpens due to hard-surfacing, good. Toll bridge over Savannah River.

Route No. 12.—Jefferson Davis Highway: Augusta-Aiken-Batesburg-Lexington and Columbia fair to good throughout.

Routes No. 7 and 16.—Charlotte-Rock Hill-Chester-Winnsboro-Ridgeway and to Columbia. Charlotte to Fort Mill under construction. Traffic advised to go by way of York road from Charlotte and turn to left about three miles from Buster Boyd bridge over Catawba River coming into Route No. 7 at Fort Mill. Fort Mill to Rock Hill excellent. To Chester to Blackstock to Winnsboro to Ridgeway fair to good. Short stretch in town of Ridgeway rough. Ridgeway to Columbia paved except three miles south of Ridgeway which is a bit rough.

Route No. 19.—Appalachian Highway: Newberry-Whitmire-Union-Glenn Springs-Spartanburg-Landrum and to Saluda, Hendersonville and Asheville in North Carolina good throughout, detour around street construction in Union (detour rough.)

Routes Nos. 29 and 21.—Dixie Highway: Asheville-Hendersonville-Greenville-Greenwood-Edgefield and Augusta. North Carolina line to Greenville to Princeton good. To Edgefield fair to good. Edgefield to Trenton to Aiken County unimproved but passable. Thence to Augusta fair. Traffic can also go from Trenton via Route No. 27 to Aiken and Route No. 12 to Augusta. Trenton to Aiken good except 3 miles, unimproved but passable. Aiken to Augusta fair.

Routes Nos. 22 and 7.—Newberry-Greenwood-Abbeville-Calhoun Falls. Good throughout, short detours around bridges under construction between Abbeville and Calhoun Falls which are passable.

Routes Nos. 26, 41 and 44.—Camden-Sumter-Manning-Kingstree-Georgetown. Camden to Kershaw-Sumter line near Rembert good. County line to Rembert fair. Rembert to Clarendon County line excellent, mostly paved. Clarendon County line to Manning fair to good but rough in places. To Kingstree fair to good. Kingstree to Andrews rough for 6 miles out of Kingstree, balance generally fair to good. Andrews to Georgetown generally fair to good.

Route No. 26.—Camden - Kershaw - Lancaster - Charlotte. Good throughout.

Route No. 3.—Columbia-Sumter-Florence-Marion-Nichols. Columbia to Wateree River good to excellent, 17 miles paved. Wateree River to Statesburg good. Statesburg to Sumter detour by Wedgefield. Detour good to Wedgefield and excellent (paved) Wedgefield to Sumter. Sumter to Mayesville excellent. Maysville to Timmonsvlile fair, water over road at Lynches River but passable. Timmonsville to Florence paved road. Florence to Pee Dee to Marion to Mullins to Nichols fair to good. Toll bridge over Pee Dee River. Nichols to North Carolina sandy and very rough but passable.

Route No. 27—From Route No. 2 at Dorchester via St. George-Branchville-Bamberg-Blackville-Aiken and Route No. 12 to Augusta. Dorchester to Reevesville to Dorange fair. Dorange to Branchville to Edisto River very rough but passable. South Edisto River to White Pond good to excellent. White Pond to Aiken to Augusta fair.

Routes Nos. 6, 30 and 1.—Charleston-Savannah Highway: Charleston-Jacksonboro-Waterloo-Yemassee and Ridgeland and Savannah. Charleston to Jacksonboro paved for 17 miles. Other sections to Jacksonboro fair. Jacksonboro to Waterloo fair. Waterloo to Yemassee under construction very rough but passable. Fair to Ridgeland. Under construction Ridgeland to Savannah River but in passable condition.

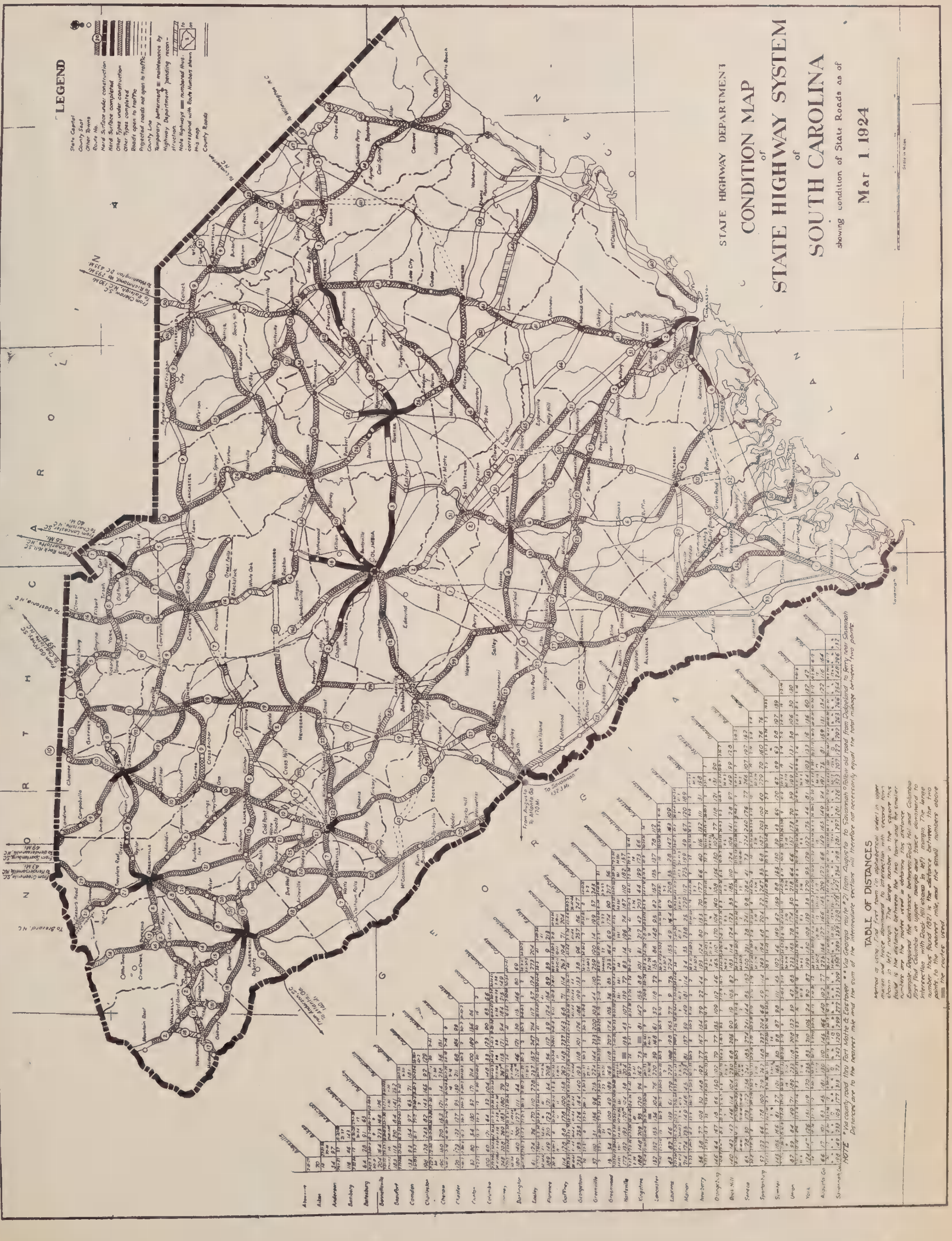
Routes Nos. 33, 1 and 30.—Orangeburg-Bamberg-Fairfax-Hampton-Yemassee and Beaufort. Good throughout to Hampton. Hampton to Varnville under construction but fair. Varnville to Yemassee to Pocotalige to Beaufort fair to good.

Routes Nos. 34 and 41.—Camden-Bishopville-Darlington and Florence. Fair to good throughout.

Routes Nos. 9, 23 and 38.—Cheraw-Bennettsville-Dillon-Latta-Marion-Conway and Myrtle Beach. Cheraw to Bennettsville to Hebron Church good. Hebron Church to Dillon rough but passable. Dillon to Latta to Marion fair to good. Marion to Gallivants Ferry Swamp to Conway to Myrtle Beach fair, rough in places.

Route No. 50.—Jefferson Davis Highway: Columbia-Camden-McBee-Cheraw and Raleigh. Columbia to Kershaw County line 16 miles paved. County line to Camden good. Toll bridge over Wateree River. Camden to Cheraw good. Cheraw to North Carolina fair.

Routes Nos. 2 and 41.—Cheraw-Darlington-Florence-Kingstree-Moncks Corner-Charleston. Cheraw to Society Hill to Darlington under construction, rough but passable. Darlington to Florence to Effingham fair to good. Effingham to Cowards under construction, detour marked, rough but passable. Cowards to Lake City to Kingstree fair to good. Kingstree to Santee River under construction, fair to good, rough in places. Santee River to Biggin Church under construction, detour marked, rough but passable. Biggin Church to Goose Creek fair. Goose Creek to Charleston paved.


LEGEND
State Capitol
County Seat
Other Towns
Route No.
Hard Surface under construction
Hard Surface completed
Other Types under construction
Other Types completed
Roads open to traffic
Projected roads not open to traffic
County Line
Temporary betterment ▮ maintenance by Highway Department } pending reconstruction
Note Highways ▮ numbered thus, correspond with Route Numbers shown this map
County Roads
Scale in Miles
NORTH CAROLINA
GEORGIA
ATLANTIC OCEAN
COLUMBIA
CHARLESTON
Savannah
From Augusta to Atlanta Ga 170 Mi.
To Savannah 132 Mi.
To Wilmington N.C.
To Gastonia, N.C.
To Brevard, N.C.

STATE HIGHWAY DEPARTMENT

CONDITION MAP
of
STATE HIGHWAY SYSTEM
of
SOUTH CAROLINA

showing condition of State Roads as of

Mar 1 1924

TABLE OF DISTANCES

Method of using: Find first town (in alphabetical order) in upper margin and trace downward to intersection with second town shown in left margin. The large number in the square thus found is the distance between the two towns and the smaller numbers are the routes used in obtaining this distance.

Example: Required the distance between Rock Hill and Columbia. First find Columbia in upper margin and trace downward to intersection with Rock Hill shown in left margin. The large number thus found (82) is the distance between the two points, to the nearest mile, and the small numbers above ▮ the routes used.

NOTE • Via county road thru Fort Motte & Eastover • • Via Georgia route #21 from Augusta to Savannah ○ Follow old road from Ridgeland to Ferry near Savannah
Distances are to the nearest mile and the sum of the intermediate sections will therefore not necessarily equal the total mileage between two points.

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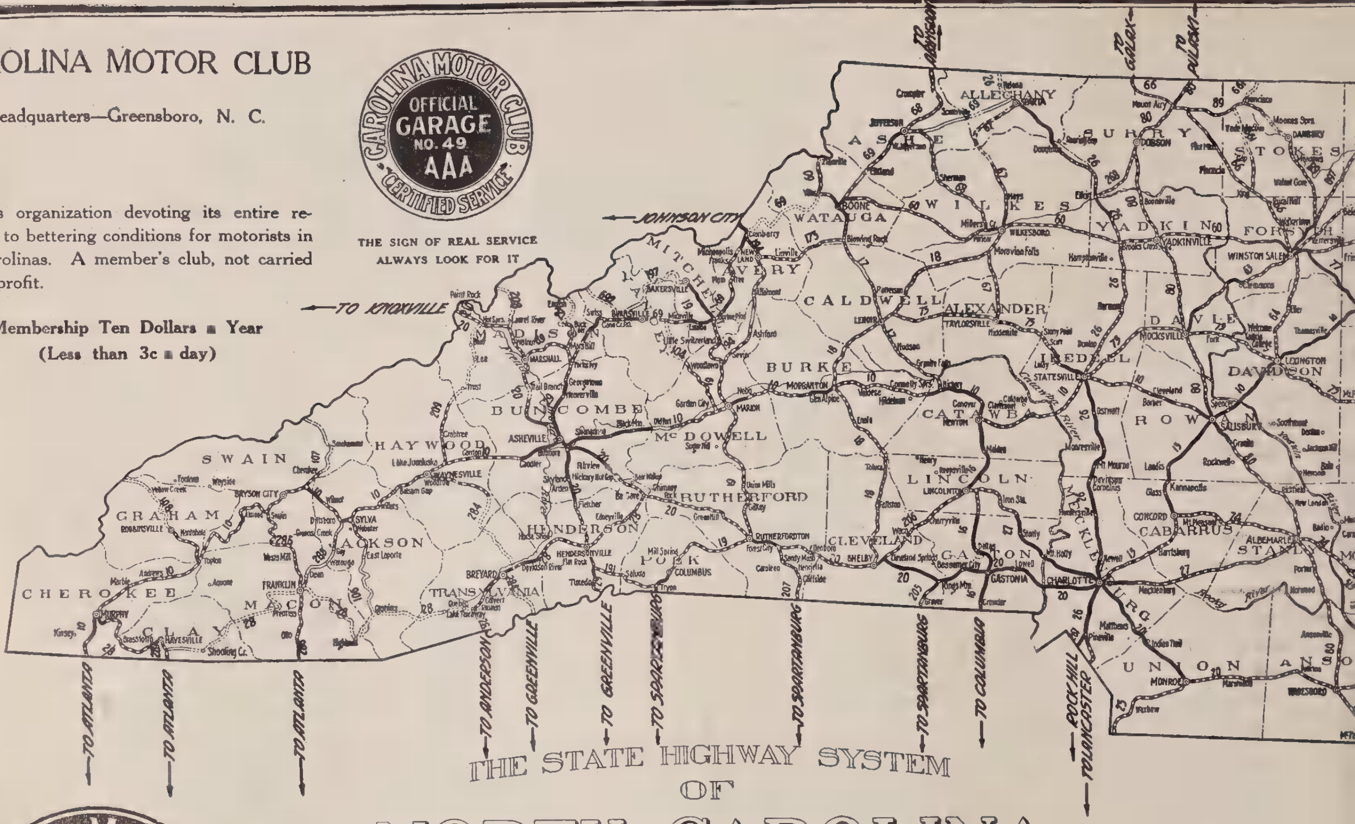

THE STATE HIGHWAY SYSTEM OF NORTH CAROLINA

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THIEVES WILL BE PROSECUTED
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Greensboro, N. C.

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3. $50 reward if car is stolen
4. Membership in A. A. A.
5. Attractive Radiator Emblem
6. Free Road Maps
7. Limited Legal Assistance
8. Carolina Motorist
9. The club has road survey car compiling mileage tables of all highways
10. Working to make road safe
11. Legislative work
12. Advertising to attract the outside tourist

BRYSON CITY-MURPHY—Leave Route 10 at Swain; thence over Route 286 to Franklin; thence over old Route 28, which is very rough, to Andrews; thence along Route 10 to Murphy.

Traffic from Murphy to Bryson City follow reverse directions.

MURPHY-GEORGIA LINE—Short detours, plainly marked, and in good condition.

ROUTE NO. 11

PINK HILL-KENANSVILLE—Southbound traffic turn to the left at large stand sign about four miles south of Pink Hill, follow signs, entering Route No. 301 just east of Weaver's Bridge; turn to the right as directed by large stand signs, following Route No. 301 to Kenansville.

Northbound traffic turn to the left at large stand sign just east of Weaver's Bridge, following the reverse of the above.

ROUTE NO. 13

BETWEEN ROXBORO AND DURHAM—Southbound traffic turn to left at detour sign at Helena Crossroads 8.5 miles from Courthouse in Roxboro and follow detour by way of Helena to the present road 2.3 miles north of Durham-Person County line. Turn to the left and follow Route No. 13.

Northbound traffic turn to right at detour sign 2.3 miles north of Durham-Person County line and follow reverse directions.

ROUTE NO. 16

LINCOLNTON-NEWTON—Follow Route No. 16 from Newton approximately one mile to local detour around bridge; thence follow newly constructed road on Route No. 16 for approximately 3.5 miles to another local detour around bridge; thence follow Route No. 16 to Lincolnton.

Northbound traffic leave Lincolnton on East Main Street, continuing approximately two miles to Goodsonville, turn left approximately .25 miles, take left hand road for approximately 5.0 miles; turn left here and follow reverse of the above directions.

ROUTE NO. 20

WILMINGTON-WHITEVILLE—Westbound traffic cross railroad tracks at Leland and follow Route No. 20 to Freeman, turning to right and passing over county highway for 1.75 miles; thence left to Wananish. This detour is plainly marked.

LAURINBURG-HAMLET—Traffic follow old road, Route No. 20, which is under construction, but in fair condition. Caution is given to look out for construction forces the entire length of the road. Route No. 20 road into Laurinburg or turn south at detour sign and follow reverse of above.

SHELBY-KINGS MOUNTAIN—Eastbound traffic turn sharp to right at stand sign intersection of Warren and Marion Streets in Shelby, following hard-surfaced road to Cleveland Springs Hotel, here turn to left following topsoil road as directed by signs, via Stony Point and Champion's Store, entering Route 20, interesction of Piedmont and King Streets in Kings Mountain.

Westbound traffic turn sharp to right at stand sign intersection of King and Piedmont Streets in Kings Mountain and follow reverse of above.

BAT CAVE-ASHEVILLE—Westbound traffic follow Route No. 28 from Bat Cave to Hendersonville, thence to Asheville on Route No. 29. Eastbound traffic follow reverse directions.

ROUTE NO. 24

FAYETTEVILLE-RAEFORD—Beginning at top of Haymount Hill, in Fayetteville, at brick store, take Morganton road for a distance of about three miles, where it enters the Chicken Road, thence along this road for about seven miles to where it turns sharply to the left and extends two and a half miles to Raeford road. This detour is well-marked.

ROUTE NO. 27

CHARLOTTE-ALBEMARLE—Through traffic from Charlotte to Albemarle go by way of Concord over Route 15 from Charlotte to Concord and Route 74 from Concord to Albemarle. Traffic from Albemarle to Charlotte follow reverse of above.

Local traffic follow Route No. 27, which is continuous detour from end of hard surface road 6 miles east of Charlotte to Albemarle.

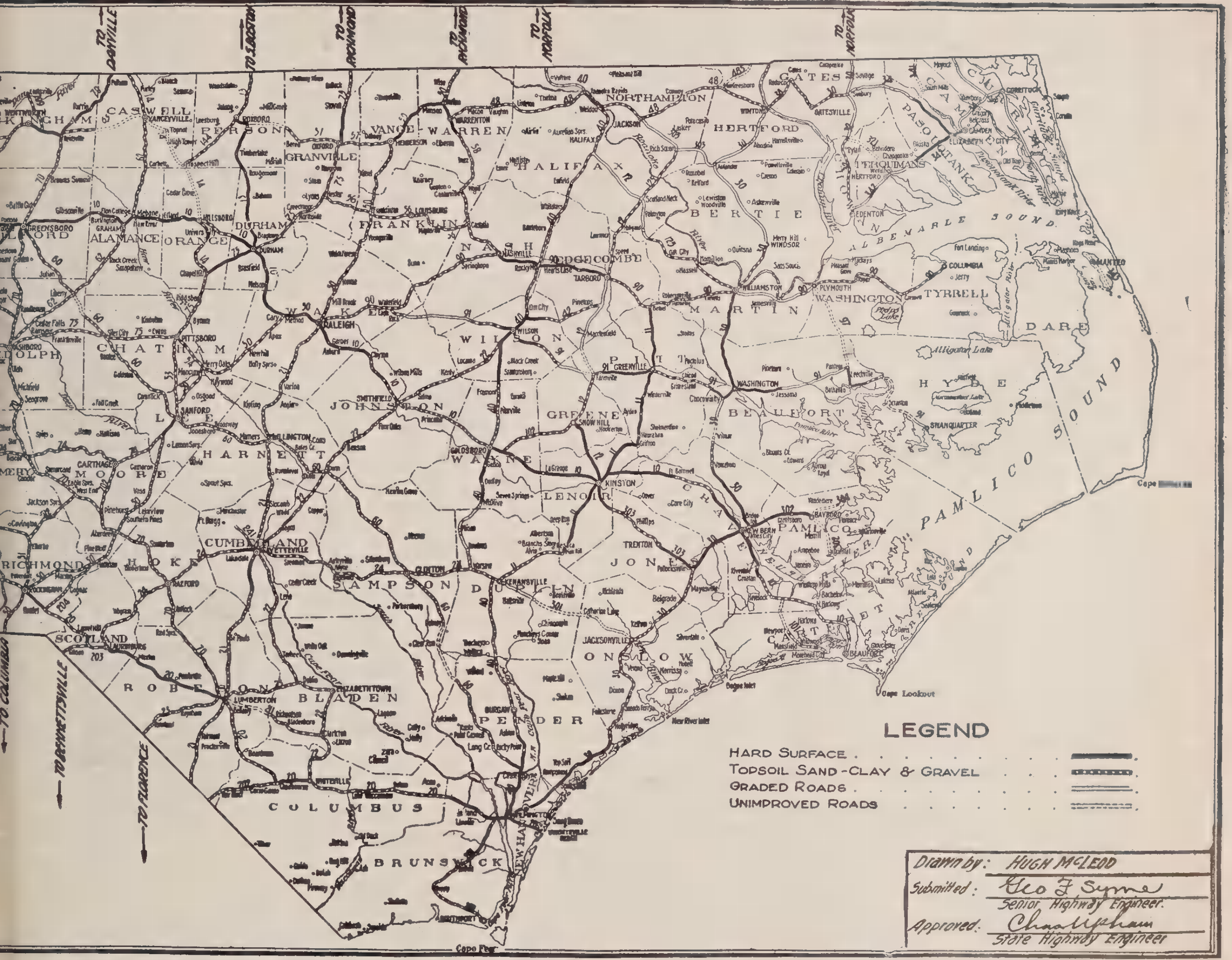
BETWEEN CHARLOTTE AND LINCOLNTON—Northbound traffic turn left at Alexis and follow detour signs four and one half miles to Route No. 16, turn right and follow Route No. 16 eight miles to Lincolnton.

Southbound traffic follow reverse of above.

WILSON-FREMONT—Southbound traffic turn to right as directed by large stand sign at Wiggin's Mill; follow Route No. 22 to large stand sign at a point on Route No. 22; turn to the left as directed by large stand sign; follow signs, entering Route No. 40 at Black Creek Crossroads.

Northbound traffic turn to the left as directed by large stand sign at Black Creek Crossroads, following the reverse of the above.

BETWEEN KENANSVILLE AND THE PENDER COUNTY LINE—Southbound traffic, eight miles south of Kenansville turn to the right as directed by large stand sign, follow signs to Big Rock Fish Creek.



Northbound traffic turn to the left as directed by large stand sign just west of Big Rock Fish Creek, following reverse of the above.

WILMINGTON-BURGAW—Northbound traffic follow Route No. 40 to intersection with Route No. 60; follow Route No. 60 to Rocky Point; turn left and follow road two miles to Burgaw road; turn right and follow road into Burgaw. Detour plainly marked.

ROUTE NO. 50

WAKE FOREST-RALEIGH—Southbound traffic turn left on entering Wake Forest and follow detour by Rolesville. Straight road with no turns to Circle Filling Station near Raleigh, here turn left into asphalt road leading into Raleigh.

Northbound traffic follow reverse route.

HOFFMAN-ROCKINGHAM—Southbound traffic leaving Hoffman continue directly along Route No. 204 through Marston and Cognac, entering Hamlet by way of High Street; turn left at Hamlet Avenue and proceed to Rockingham via Route No. 20.

Northbound traffic leaving Rockingham on East Washington Street; turn right at Rockingham Road and proceed by Route No. 20, entering Hamlet on Hamlet Avenue; turn to left at High Street and follow Route No. 204 through Cognac and Marston to Hoffman.

ROUTE NO. 60

LILLINGTON-DUKE—Eastbound traffic turn to left at large detour sign one mile north of Lillington and follow detour for about five and one-half miles until it joins Route No. 60 three miles west of Coats.

Westbound traffic keep straight road at large detour sign three miles west of Coats and follow reverse route.

ROUTES NOS. 65 AND 709

WINSTON-SALEM - MOCKSVILLE—Traffic from Winston-Salem take right-hand road at large detour sign one mile after crossing Yadkin River, follow soil road for five miles to Farmington; turn sharp left, follow soil road five miles coming back into main road at end of concrete pavement four miles from Mocksville.

Traffic from Mocksville follow reverse route.

REIDSVILLE-LEAKSVILLE—Northwest traffic detour as directed by signs at the north limits of Reidsville over county road to Leaksville.

Southeast traffic from Leaksville detour to the left at large stand sign on the south of covered bridge at Leaksville and follow reverse of above.

Traffic to Wentworth using Route No. 65, [illegible] usual.

ROUTE NO. 66

PILOT MOUNTAIN-MT. AIRY—Northbound traffic turn right at north end of concrete road through Pilot Mountain; follow soil road to Westfield; thence over Route No. 89 to Mt. Airy.

Southbound traffic follow reverse route.

ROUTE NO. 70

RANDLEMAN-ASHEBORO—Southbound traffic detour to the left at large stand sign at southern limits of Randleman, over gravel topsoil road into Asheboro, as directed by sign. In Asheboro northbound traffic follow Route No. 70 to a point approximately two and one-half miles north of Asheboro; thence to the right, over Route 62 to Central Falls. Turn sharp to left at stand sign, following county road into Randleman.

ROUTE NO. 75

STATESVILLE-TAYLORSVILLE—Traffic from Statesville to Taylorsville will follow old road, Route 75, to Stony Point, turning left, crossing railroad, thence turn right and continue along new road, Route 75, to Taylorsville.

Traffic from Taylorsville to Statesville follow the reverse of above.

ROUTE NO. 77

HIGH POINT-ASHEBORO—Southbound traffic follow Route No. 77 to Hinshaw Forks, thence sharp to left as directed by signs to southern edge of Randleman; turn sharp to right at large detour sign, and follow same as directed by signs in Asheboro. Northbound traffic detour out of Asheboro as directed by large stand sign, following reverse of above.

ROUTE NO. 89

WINSTON-SALEM-WALKERTOWN—Traffic from Winston-Salem will follow Route No. 65 north nine miles; turn sharp left, follow soil road one mile to Walkertown.

ROUTE NO. 91

WILSON-FARMVILLE—Eastbound traffic turn to the right at Nash Street in the city of Wilson as directed by large stand sign; follow signs into the city of Farmville. Westbound traffic turn to the left in the city of Farmville at large stand sign, following the reverse of above.

GREENVILLE-WASHINGTON—Westbound traffic leave Washington on Williamston road; turn to left at large detour sign about half a mile north of Washington and follow detour signs via Pactolus to Greenville.

CAROLINA MOTORIST

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Two dollars per year. Twenty-five cents the Copy.
Membership in Club includes subscription.

THE CAROLINA MOTOR CLUB is a business organization devoting its entire resources to the bettering of conditions for motorists in the Carolinas. A members' club, not carried on for profit.

C. W. Roberts, Editor and Manager

Vol. 2 May, 1924 No. 7

To Handle City License

At the invitation of the City Manager, Mr. P. C. Painter, of Greensboro, the Carolina Motor Club office will also issue the City License tags. By this arrangement the automobile owner may call at the Carolina Motor Club office and secure his State and City license at the same time, which will be a great convenience.

This is mentioned because it is felt that similar arrangements could be made in the other cities, and better serve the car owners. The Carolina Motor Club is anxious to serve in every way possible.

* * *

Warning of Gyp Clubs

Hundreds of Carolinians have been humbugged out of thousands of dollars by fake Automobile clubs. For instance the United Automobile Club sold many memberships and made wonderful promises. Now the Carolina Motor Club has in its office copies of letters which these members have written the Washington office of the United Automobile Association. This Association is bankrupt, and seven of the men were arrested by efforts of the Carolina Motor Club. Why is it our very own people have joined this defunct organization and not supported an organization that is their very own, The Carolina Motor Club; the reason is they wanted something for nothing, and that can't be had. The Carolina Motor Club offers something to its members, but the membership fee is small.

* * *

Title Registration

Read in this issue the article by Sprague Silver on Title Registration. It will tell you something you should know.

Every car owner should have a title to his car. If you do not have a title when the time comes to get a new license you will be greatly delayed in getting it. Get your title now.

* * *

North Carolina Souvenir Number

The early part of June North Carolina will be host to a number of engineers and prominent men from the South American countries who are coming to this country to study road building. Frank Page, Chairman of the Committee, and Highway Engineer Upham, have arranged for a great road show in action, and have invited road commissioners and road builders to attend this show. That we might mail and present in person to our many visitors on this great occasion, a souvenir of North Carolina, the Carolina Motorist is arranging to make the June issue a special North Carolina Souvenir number. Special writers have been engaged to prepare the material for this number and every care will be taken to make the issue representative. While the Motorist is not published for profit, yet it must stand on its own feet, and so to make this special number possible we solicit the liberal co-operation of the cities and business firms, road builders and machinery people. With a splendid spirit of co-operation we will do this job up in a style of which none can be ashamed.

* * *

Dues Are Business Obligations

Some few members of the Carolina Motor Club have neglected to forward check to cover their dues for the present year. This is a mighty important feature of membership in the Carolina Motor Club. Without the dues we wouldn't have an organization. The less time and less money we have to spend on collections the more we can do for the members. Morale: Remit now.

* * *

Three Cars Stolen and Recovered

During April three of our members had their cars stolen, and they were all recovered by the Club and turned over to the members without expense. Police officials tell us that after a while thieves will learn to let cars alone that have our emblem on them.

* * *

Auto Suggestion

It's a pity that the oil investigation can't be extended to include the man who runs around with a carburetor out of adjustment, the cap off the gas tank and a leak in the fuel line.

An Investment

(An Editorial from Winston-Salem Sentinel)

More and more the automobile is coming to be regarded as a definite, worth-while investment.

There was a time, not so many years ago, when a good many people seemed to look on a motor car of any kind as a luxury that was all right for those who could afford it, but the number of those who could afford it was considered to be very limited.

Even the so-called business car was regarded by many people in that light, as a kind of "frill" that looked well but that was without any positive dollars and cents value.

But in recent years people have been doing a good deal of figuring on this subject, and the more they have figured the more have they come to realize that the average automobile is not something to be taken up or left off at will, but an investment for a definite purpose that achieves a definite result.

In looking at the matter in this light, the Deroit Times says:

> You have heard of the ancient "horseless carriages" all driven by students of the Stevens Institute of Technology. The winner was a foreign car, twenty-four years old.
>
> There ought to be more of these contents to show the public how long an automobile can live if you will let it.
>
> The first Ford car is said to be still running. Many American cars, ten, twelve and fifteen years old, are exactly as good, apart from an "old-fashioned" look, as on the day they were made.
>
> An automobile is an investment, and there is no such thing as a "pleasure car."
>
> Every car pays for itself in health and time saving on a perfect business basis.
>
> You ought to see the automobiles of many kinds and of many good kinds at the automobile shows, or in the showrooms of the various automobile concerns, which contain an automobile show all the year round.
>
> A family without an automobile is a family without the most important thing in family life, apart from the roof that covers the family.
>
> And very many for months at a time make of their automobile both the family home and the family traveling machine. Whole families go in summer where it is cool, or in winter to the California coast or the Southern States and spend the months traveling, with the car and a tent attached that goes with it taking the place of home and hotel.
>
> ---
>
> Do you doubt that the car is actually an investment and a first-class investment?
>
> It saves time; that means it makes life longer. Surely that's a good investment.
>
> It takes you out to the country where you see your own land, see the sky and the trees, and above all where you get fresh air. That surely is a good investment.
>
> The automobile keeps the family united; all members of the family can enjoy the same pleasure at the same time, on the four wheels filled with air. And that above all is a good investment.
>
> If yours is a family without an automobile, make up your mind to end that situation. Get your car now.

Sometimes, in talking about the cost of automobiles, and the large figures showing the amount spent annually for that purpose, we overlook the other side of the matter.

We lose sight of the thousands of dollars in time and effort saved by these automobiles, of their immense value in hundreds of cases as a health agency, of the tremendous unifying effect that they have, bringing together the people of widely separated communities, an effect that would indeed be surprising in its total if it could be reduced to a proposition of cold figures.

And think of the satisfaction that whole families derive year in and year out from the use of cars, a satisfaction that contributes much to the living, in many cases, of an effective life, and try to compute the money value of that.

Of course, there are some people who have automobiles who cannot afford them.

There are some who make such use of the automobile that it is not an investment.

There are people who do not seem to know how to put an automobile to a really constructive use.

But we venture to say that these are the exception, and that the average automobile owner makes of his car an actual investment, an investment on which some of the dividends are in actual cash and on which other dividends are also received, not of money but of health and joy and satisfaction that can not be estimated in terms of money.

Full Time Manager

Active Vice President, C. W. Roberts, has now assumed full management of the Carolina Motor Club, giving his entire time to the work of the Club and the Carolinas Automotive Dealers Association. Mr. Roberts has served as Secretary of the Greensboro Chamber of Commerce for the past four years, and before coming to Greensboro had served 9 years as a Chamber of Commerce Secretary. He has given up a work in which he has been engaged all his life, to devote his efforts to improving conditions for motorist and the automotive industry in the Carolinas. The field is large, and it is not a bed of roses; it offers a real opportunity for service on a very large scale. The only way the Club can achieve success is by the co-operation of all. There are many who are content to accept the work of the Club gratiously, but the folks who are interested in the safety of the highways, who are interested in bettering conditions and following a standard of service are giving their support to the work, and thanks to the Carolinas, there are enough of the right sort to do this job right.

Our Branch Offices

Elsewhere there is published a list of the Branch offices of the Carolina Motor Club now in operation. These club offices, co-operating with the Department of State, Automobile Department, are handling the State Automobile License Tags, giving the dealer and car owner instant service, making it unnecessary to wait on the mail to bring the license tags from Raleigh.

This service will be greatly appreciated by the automobile owners and dealers throughout North Carolina, and Secretary of State W. N. Everett, is the recipient of many expressions of appreciation that he has made this arrangement with the Carolina Motor Club so as to make the license plates available to the people in all populace centers.

CAROLINA MOTOR CLUB
OFFICIAL
GARAGE
NO. 49
AAA
CERTIFIED SERVICE

THE FOLLOWING GIVE ROAD SERVICE

(Town, Name, Hours for Service, Phones—Day and Night, in order.)

Asheville—Weaver Motor Co.—8 A. M.-7 P. M.—2211-840-L-3.
Asheville—Cazel Auto Service Co.—12 A. M.-12 P. M.—358-358.
Albermarle—Auten-Wolft Motor Co.—All Hours—126-126.
Asheboro—Highway Service Station—All Hours—142-27.
Bailey—Auto Service Co.—7 A. M.-9 P. M.—10-1-10-2.
Biltmore—Gould Motor Co.—All Hours—1408-W.
Black Creek—Aycock Auto Co.—4003.
Blowing Rock—Service Garage—All Hours.
Brevard—McCrary Motor Co.—6 A. M.-12 P. M.—198.
Bryson City—Sandidge Motor Co.—All Hours—82-2.
Burlington—Midway Auto Co.—7 A. M.-8 P. M.—J-812.
Conover—Conover Motor Co.—7 A. M.-8 P. M.—301-J.
Chadbourn—D. R. Connors Garage—7 A. M.-6 P. M.—2 Rings; 3 Rings.
Charlotte—Rust Motor Co.—7:30 A. M.-6 P. M.—218 (Studebaker service only.)
Charlotte—Bradshaw Auto Service Co.—Never Close—1653-1653.
Concord—Cabarrus Motor Co.—6 A. M.-11 P. M.—400-132-L.
Danville, Va—Automotive Service Co.—7 A. M.-12 P. M.—45-11.
Dillon, S. C.—Anderson & Covington Garage—7 A. M.-12 P. M.—54.
Dunn—Z. V. Snipes Garage—6:30 A. M.-10:00 P. M.—24-168.
Durham—Durham Motor Car Co.—7 A. M.-9 P. M.—410.
Draper, N. C—Auto Repair Co.—7 A. M.-9 P. M.
Elm City—Braswell Motor Car Co.—All Hours—237.
Enfield—Thos. E. Marshall—7 A. M.-8 P. M.—262-211-J.
Fairmont—Webster Motor Co.—7 A. M.-8 P. M.—39-24-23.
Franklinville—Franklinville Motor Co.—All Hours—95-95.
Fuquay Springs—H. H. Sessoms Garage—7:30 A. M.-6:30 P. M.
Fayetteville—Universal Garage Co.—7:30 A. M.-6:30 P. M.
Fayetteville—Lewis Motor Co.—All Hours—1082. (Dodge service only.)
Fayetteville—J. & N. Motor Co.—7 A. M.-6 P. M.—75-75.
Franklin—Porter Motor Co.—7 A. M.-9 P. M.—45-45.
Gastonia—Red Lion Service Co.—7 A. M.-10 P. M.
Gastonia—Craig Chevrolet Co.—7 A. M.-7 P. M.—918-918.
Gastonia—East Airline Filling Station—7 A. M.-9 P. M.—1036.
Gastonia—A. G. Roach—7 A. M.-7 P. M.—591.
Gastonia—Klutz Auto Shop—7 A. M.-6 P. M.—367-J-367-L.
Goldsboro—Harris Motor Co.—7 A. M.-10 P. M.—838-482.
Goldsboro—Standard Motor Co.—7 A. M.-6 P. M.—872. Lincoln-Fords only.
Greensboro—Boren & Swaim Service Stations (Gasoline and oil service only.)—7 A. M.—10 P. M.—51.
Greensboro—Guilford Motor Car Co.—7 A. M.-12 P. M. for storage—8 A. M.-6:30 P. M.—166-166. (Franklin and Nash service only.)
Greensboro—Coble & Starr Motor Co.—7 A. M.-10 P. M.—678-684.
Greensboro—Mebane Motor Co.—(Dodge service only)—7:30 A. M.-6 P. M.—2351-2351.
Greensboro—Thos. C. Hunt, Inc.—8 A. M.-6 P. M.—260-227-J. (Packard service only.)
Greensboro—Winder Oil Co.—6 A. M.-12:30 P. M.—2605-2605.
Greensboro—Armfield Motor Co.—All Hours—1918.
Greensboro—Asheboro Street Garage—6:30 A. M.-10:30 P. M.
Greenville, N. C.—Sugg Motor Co.—7:30 A. M.-9 P. M.—429.
Hamlet—Seaboard Filling Station—7 A. M.-10 P. M.—143.
Hamlet—Auto Inn—6 A. M.-10 P. M.—71W-71W.
Henderson—Stevenson Motor Service Co.—8 A. M.-9 P. M.—125.
Hendersonville—R. R. Motor Co.—7 A. M.-12 P. M.—27.
Hickory—Hickory Motor Corporation.—6 A. M.-11 P. M.—405-24.
High Point—White Way Motor Co.—7:30 A. M.-10 P. M.—393.
High Point—Sheraton Garage—All Hours, Close Sunday 9:30-1 P. M.—2485-2485. (Open for Road Service 7 A. M.-6 P. M.)
Hillsboro—Orange Motor Co.—7 A. M.-6:30 P. M.—98-110.
Jamestown—Jamestown Motor Co.—7 A. M.-10 P. M.—5321-5321.
Kannapolis—R. M. Housel Garage—6:30 A. M.-9 P. M.—33-133-150.
Kinston—Kinston Garage, Inc.—6:30 A. M.-10:30 P. M.—414.
Laurel Hill—Pate Overland Co.—7 A. M.-6 P. M.—3911-3905.
Laurenburg—McNair Automotive Co.—7 A. M.-6 P. M.—303.
Lexington—Gray Motor Co.—All Hours—353.
Leaksville, N. C.—Leaksville Motor Co.—7 A. M.-12 P. M.
Liberty—Smith Motor Co.—7 A. M.-6 P. M.—75.
Lincolnton—Hinson's Garage—7 A. M.-10 P. M.—291-296.
Louisburg—Beck's Garage—7:30 A. M.-11:30 P. M.—311-46.
Lumberton—Townsend Motor Co.—7 A. M.-6 P. M.—196-154.
Madison—Rockingham Auto Co.—7 A. M.-7:30 P. M.—45.
Marshville—Marshville Motor Co.—7 A. M.-9 P. M.—154.
Maxton—Wilbarn Service Co.—7 A. M.-9 P. M.—215.
Mebane—James Warren Motor Co.—9 A. M.-6 P. M.—100-100.
Mebane—Elkins Motor Co.—7 A. M.-6 P. M.—134-91.
Mebane—Mebane Auto Co.—6 A. M.-9 P. M.—97-97.
Monroe—Monroe Motor Co.—7 A. M.-7 P. M.—599
Morehead City—Service Garage—7 A. M.-6 P. M.—1-J-10-J.
Morehead City—Morehead City Garage—6 A. M.-6 P. M.—100-122-J.
Morganton—Erwin Bolton Motor Co.—7 A. M.-6 P. M.—112.
Mt. Olive—J. L. Hatchers Garage—7:30 A. M.-10 P. M.—32-133.
Mount Holly—K. & S. Filling Station—All Hours—433-433.
Mt. Airy—General Motor Co.—6 A. M.-6 P M.—42.
McAdenville—McAdenville Garage—7 A. M.-9 P. M.—2402-2402.
Nashville—Wheeless Motor Co.—6 A. M.-10 P. M.—68-96-J.
New Bern—Willis Motor Co.—7 A. M.-8 P. M.—287-794.
Newton. N. C—City Service Station—7 A. M.-9 P. M.—197-141.
North Wilkesboro—W. W. Call Motor Co.—7 A. M.-6 P. M.—238.
Oxford—Crenshaw Motor Co.—7 A. M.-6 P. M.—1635.
Oxford—Granville Motor Co.—6:45 A. M.-6 P. M.—90-1R.
Pinnacle—Pinnacle Motor Co.—7 A. M.-10 P. M.
Ramseur—Moore Motor Co.—7 A. M.-7 P. M.—116-5.
Randleman—Randleman Motor Co.—7 A. M.-7 P. M.—97-85.
Roanoke Rapids—Joyner Motor Co.—7 A. M.-6 P. M.—226.
Rockingham—Jenkins Buick Garage—7 A. M.-11:15 P. M.—341.
Raleigh—Motor Service Co.—6 A. M.-10 P. M.—777.
Raleigh—Franklin Auto Sales Co.—7:30 A. M.-6 P. M.—715-715. (Franklin service only.)
Raleigh—Sugg Motor Co.
Reidsville—Square Motor Co.—7 A. M.-6 P. M.—357.
Rock Hill—Oakland Ave. Filling Station—7 A. M.-10 P. M.—331-475-W.
Rock Hill, S. C—Roddey Reid Federal Co.—All Hours—263-383.
Rocky Mount—Edwards Cutchin Motor Co.—All Hours—362-362.
Roxboro—Crowell Auto Co.—7 A. M.-8 P. M.—77.
Smithfield—Sanders Motor Co.—6 A. M.-11 P. M.—168-7406.
Salisbury—Cal Cutting Motor Service Co.—7 A. M.-9 P. M.—441.
Salisbury—Motor Tire & Service Co.—7 A. M.-10 P. M.—456-W.
Sanford—Hanner Motor Co.—7 A. M.-6 P. M.—200.
Shelby—Thompson Motor Co.—All Hours—517-129.
Snow Hill—Moye Motor Co.—6 A. M.-10 P. M.—11-J-11-W.
Southern Pines—Davis Motor Co.—7 A. M.-11 P. M.
Southern Pines—Federal Service Station—7 A. M.-12 P. M.—308.
Spartanburg, S. C.—Magnolia Oil Co.—6:30 A. M.-12 P. M.—1486-1486.
Statesville—Yount Motor Co.—7 A. M.-8 P. M.—41.
St. Pauls—Auto Supply Co.—7 A. M.-7:30 P. M.—54.
Sylva—J. S. Higdon's Garage—7 A. M.-7:30 P. M.—1.
Summerfield—Square Motor Co.—7 A. M.-9 P. M.—262-211-J.
Star, N. C.—Seward Garage—7 A. M.-6 P. M.
Spray, N. C.—Spray Motor Co.—7 A. M.-10 P. M.—297.
Tarboro—Corbett Bros. Garage—7 A. M.-6. P. M.—49.
Thomasville—Motor Service Co.—7 A. M.-9 P. M.—368.
Thomasville, Route No. 2—Bob's Garage—6 A. M.-9 P. M.—5228.
Wallace—Wallace Motor Co.—7 A. M.-8 P. M.
Warsaw—Thomas Motor Co.—7 A. M.-6 P. M.—53.
Warrenton—Roy Davis Garage—7 A. M.-9 P. M.—60-143-J.
Waynesville—Swift Motor Co.—7 A. M.-6 P. M.—176.
Washington—Claude L. Carrow Garage—7 A. M.-6 P. M.—330.
Weldon—Bounds Motor Co.—7 A. M.-9 P. M.—207-226.
Wilmington—MacMillan & Cameron—All Hours—15-15.
Wilmington—McMillan & Marshburn—7:30 A. M.-7 P. M.—52-1417-L2.
Wilmington—McMillan Garage Co.—All Hours—250-250.
Wilson—Ruffin Filling Station—All Hours—912-626-478-1300.
Winterville—A. G. Cox Mfg. Co.—6:30 A. M.-6 P. M.—2204-2204.
Winston-Salem—Flynt Service Station—All Hours—7-7—(Gas, oil and tire service only.)
Winston-Salem—Ideal Motor & Equipment Co.—All Hours—103-107.
Williamston—B. R. Barnhill Garage—7 A. M.-7 P. M.—201-158.

APPROVED SERVICE STATIONS

Asheville—Broadway Auto Service Station—No Road Service.
Asheville—Haywood Filling Station—No Road Service.

HOW TO OBTAIN EMERGENCY ROAD SERVICE

Do not fail to carry your membership card. No service will be given unless you have it with you when asking for aid. When you require Emergency Service, telephone nearest Official Garage listed.

Furnish the Official Garage with the information which is on your membership card.

Our nearest Official Garage will immediately send a mechanic to your aid; he will either start your car in thirty minutes so you can proceed under your own power or will tow you to our nearest Official Service Station, without expense to you.

Should you wish your car towed to any other than our nearest Service Station, you must bear the expense after leaving said station.

Your Club is not in the repair business. We only render Emergency Service and agree to do one of two things: Start you under your own power or tow your car to safety. We do not supply parts or accessories of any kind.

If your car is wrecked or disabled so it cannot operate under its own power; if there are broken parts or mechanical defects that cannot be repaired at the roadside within a half hour, our Service man will immediately tow your car to our nearest service station. When it arrives there, our responsibility ceases and you are at liberty to have your car repaired by whomsoever you wish.

In case of a puncture, our Service man will change your tires for you if you have a spare one, or he will put in a spare inner tube and inflate it. In no event will they repair punctures except at the expense of the member.

If the car can operate under its own power without damage to itself, you are not entitled to our service. You must take it to a garage and arrange for its repair at your own expense.

Free Emergency Road Service is rendered to a distance of five (5) miles only, and a limit of thirty (30) minutes free work after reaching the car. Distance and time in excess will be paid for by the member.

Should you require gasoline, our Service men will bring you one gallon to enable you to proceed to a gas station. The member pays for the gas, the service being free.

As the name indicates, this is EMERGENCY ROAD SERVICE and no service of any kind will be rendered in a private or public garage.

The Club requests that you do not tip our Service men as they are paid by us in every case commensurate with service rendered.

In the case of a wreck where the car is insured, the member must pay the Service Garage for the tow as the insurance company will reimburse him for this.

Official Service Garages

All Service Stations used by the Club in rendering you aid are under a bond to the Club guaranteeing to our members preferred service. We will appreciate information and will carefully investigate any lack of service on the part of our Official Service Garages or discourtesy on the part of their employees.

Carolina Motor Club Making Steady Growth in Every Section of State

Headquarters Office Now Occupies 200 Square Feet of Space

Where a year ago 200 square feet was the space occupied by the Headquarters office of the Carolina Motor Club, 2000 feet are required today. The new office is located at 224 East Market Street, Greensboro, and adjoining is a large lot which Mr. J. E. Latham has kindly let the club use as a parking lot. A watchman is kept on this lot at all times. At the headquarters office nine people are employed. Four stenographers are required to handle the correspondence incident to the operation of the Club. Answering inquiries from people from all parts of the country who want to tour in the Carolinas, answering inquiries of our own members who want to make trips. Furnish hotel information to people from everywhere. The Carolina Motor Club is no longer crawling, its walking on steady feet and getting in training for a dash for 25,000 members this year.

Branch Offices Now Open Are As Follows

ASHEVILLE—21 Market Street, Telephone 4417, Manager H. H. Smith.

CHARLOTTE—402 S. Tyron Street, Telephone 1872, Manager E. W. Power.

GASTONIA—(Opening as this is written) Manager R. V. Williams.

GOLDSBORO—102 James Street, Telephone; Manager S. J. Parham, Jr.

GREENVILLE—Fourth Street, Manager B. Frank Patrick.

KINSTON—406 Queen Street, Manager Chas. Mehegan.

MORGANTON—(Now opening) Manager A. C. Rhodes.

SHELBY—At Eskridge Motor Co., Manager W. W. Hoey.

WAYNESVILLE—Main Street across from P. O., Manager J. P. Swift, Jr.

WILMINGTON—205 Market Street, Manager Maurice H. Moore.

WINSTON-SALEM—228 N. Main St., Telephone 3271, Manager W. B. Howard.

Additional offices are being opened rapidly to serve the motor car owners and dealers.

Auto Suggestion

Now You Know

Because raw gas during the choking process cleans the cylinder walls of lubricant care must be exercised not to drive the car slowly in high gear. Let the engine run moderately fast far a time, though do not race it. The purpose of this is to shower an extra spray of oil over the walls to compensate for the cleansing action of the raw gas that is leaking past the rings.

Time To Rebore

When the crankcase begins to emit smoke on hills through the breather tube or the oil filler pipe it is a sign that the engine gases are leaking past the rings into the crankcase. Motorists are sometimes told that this is due to running on too thin oil and are mislead accordingly.

OFFICIAL CAROLINA MOTOR CLUB HOTELS, CAFES AND INFORMATION STATIONS

Asheville	Grove Park Inn
Albemarle	Central Hotel
Blacksburg, S. C.	Gettys Hotel
Blowing Rock	Mayview Manor
Chimney Rock	Mountain View Hotel
Danville	Leeland Hotel
Durham	Malbourne Hotel
Franklin	Frank T. Smith, Druggist
Goldsboro	Kennon Hotel
Greenville	Pitt County Chamber of Commerce
Greensboro	Chamber of Commerce
Greensboro	Guilford Cafeteria
Greensboro	O. Henry Hotel
Henderson	Vance Hotel
Hickory	Hotel Huffrey
High Point	Princess Cafe
Kinston	Hotel Tull
Lake Junaluska	The Southern Assembly
Linville	Eseeola Inn
Morganton	The Caldwell
Morehead City	Woodland Hotel
Mt. Airy	Blue Ridge Hotel
Oxford	Exchange Hotel
Raleigh	Bland Hotel
Raleigh	Yarborough Hotel
Reidsville	Belvedere Hotel
Rutherfordton	Iso-Thermal Hotel
Spartanburg	Cleveland Hotel
Shelby	Cleveland Springs Hotel
Southern Pines	Southern Pines Chamber of Commerce
Washington	Hotel Louise
Waynesville	Alexander Drug Store
Wilson	European Cafe
Winston-Salem	Princess Cafe
Laurinburg	Chamber of Commerce

Did You Know—

That the petcocks on the engine should be used in testing spark plugs? Shorting the plugs by holding a screwdriver between the metal end of each plug and the cylinder head is one way of discovering which cylinders are not firing, but mechanics will invariably follow this up with a test of the petcocks. With a petcock open and the plug of the respective cylinder firing properly the regular firing of the cylinders will be evidenced by a sharp hissing from the petcock and sparks when the engine is accelerated.

That using lubricating oil in the gasoline (about one quart to ten gallons of gas) will not disturb the functioning of the carburetor? If there is a skip in the engine, or a tendency to miss on all cylinders for brief intervals, look to the timing, valves and ignition system. The carburetor will not be at fault.

Right Off the Griddle

If you are cleaning the spark plugs with the idea of having the car perform at its best—as, for instance, when demonstrating it to a possible buyer!—the right time to do the job is while the engine is hot. Should you clean the plugs before taking the car out of the garage the process of choking the motor in order to get a start will reduce the effectiveness of the job. If you clean the plugs while the engine is hot no choking will be necessary, and the plugs will be at their best when you drive up to get the prospect. The plugs will not be so hot that they cannot be handled with gloves.

When You Change Your Address

Members having occasion to change their home or business address are requested to notify the office of the Club promptly. Failure to notify the Club causes undue delay in delivery of mail that should reach you promptly and deprives you of the service to which you are entitled.

CAROLINAS AUTOMOTIVE TRADE ASSOCIATION

Headquarters 224 East Market St., Greensboro, N. C.

OFFICERS AND DIRECTORS

President, U. B. Blalock, Wadesboro, N. C.
First Vice President, Eugene B. Smith, Greenville, N. C.
Second Vice President, E. C. Sawyer, Asheville, N. C.
Secretary-Treasurer, C. W. Roberts, Greensboro, N. C.

DIRECTORS

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B. D. Heath, Charlotte, N. C.
C. A. Cochran, Charlotte, N. C., General Counsel

Association Notes for May, 1924

Announcement

At a meeting of the Carolinas Automotive Dealers Association Board of Directors held in Charlotte, March 25th, the CAROLINA MOTORIST was designated as the Official Organ of that Association. With this designation the CAROLINA MOTORIST becomes the Official Publication of the car owners and the car dealers in the Carolinas. It will endeavor to serve all in the best manner possible. The many problems of the car owner and dealer are the same, and by working together they can be more easily solved. The Qualified Automotive Dealer is one with whom every car dealer is glad to do business. This kind of dealer can be depended upon for advice of the right kind.

The Carolinas Automotive Dealers Association has been in existence a long time, and it has accomplished much in the way of legislation that has benefitted the dealer and owner. A number of men have been prominently identified with this Association, but probably none have given more time and money and effort to the Association than has Lee A. Folger, of Charlotte. In him the dealer and the owner certainly have a friend in the Carolinas. He has been a tireless worker for better conditions for the motorist, working unselfishly and giving liberally to the cause.

President U. B. Blalock and Vice President Eugene Smith and the other Directors of the Association have entered upon the new year's work with the determination that this Association shall come into its own and fulfill its place of usefulness again in the Carolinas.

Dealers, distributors and merchants of allied lines are eligible to membership if they practice the golden rule in their business; if they believe that service comes first, and if they are responsible. Beginning with the June issue there will be printed in each issue of the CAROLINA MOTORIST a list of all members of this Association in each town, so that the members of the Carolina Motor Club and 10,000 prospective members might see who these dealers are.

What Is Your Problem?

Every dealer has a problem with which some other dealer has been working and has solved. Through this Association members will have the opportunity of profiting by the experience of other dealers. This is an age of co-operation, and by co-operating automotive dealers will help their own business and the business of the trade. There are many shop problems with which some dealers are struggling today, and some other fellow has already worked out the solution and is ready and willing that his fellow men should know it. During the past month your Secretary has visited many dealers, and discussed with them the questions uppermost in their minds, not with the idea that he could offer a solution right off, but with the hope that he might gather the thoughts of many, that he might learn what all are doing and then be in a position to offer worth while suggestions to the man who wants them.

The Used Car Market

Several dealers suggest that this Association work out a plan for the valuation and sale of used cars at central markets or on every market.

This is a subject which your Secretary is not now willing to discuss, not until he has talked with more dealers and learned what other successful Associations are doing along this line. Somebody must wear the used car out. The first owner should pay for the transportation which he gets out of it, the buyer of the used car must pay for the transportation which is left in it. Dealers cannot be expected to take a loss on the sale of used cars just in order to sell a new one. From information given at the recent meeting held in Charlotte tremendous sums are lost by dealers in handling used cars. The car owner should not expect the dealer to handle his old car at a loss, nor should the dealer expect to make an illegitimate profit from the used car. Suggestions and ideas is solicited from dealers on this subject.

Membership In C. A. D. A.

Your new Officers and Directors have been busy at work on new plans for this Association, they are now about completed and will be presented to all members and eligible prospective members in the very near future. Members are urged to make prompt payment of their dues on receipt of statement so as to make the time of your officers available to constructive work rather than to give it to organization details. There are a thousand good dealers in the Carolinas who should be in this organization. New members can be secured by the present members. No applications will be accepted unless accompanied by check and will then be subject to acceptance of the membership committee.

A Thousand Members in 1924

That slogan isn't too high. We can reach it if the present members will put their shoulders to the wheel, and of course, if we make the Association worthy; and that is one thing we are determined to do. Who will be the first applicants.

Charlotte Gives A Thousand Dollars

The Charlotte Automotive Merchants Association, Mr. Thos. M. Glasgow, President, advises us that on April 15th, at a meeting of their Association, they by unanimous vote cancelled the loan of $1,000.00 made by that Association to the Carolinas Automotive Trade Association to defray expenses in recent campaign fighting the salesman's tax and the manufacturer's tax of $500.00. This very generous action on the part of Charlotte is highly appreciated by the Carolinas Association, and we thank them with all our heart.

ASHEVILLE

The Automotive Sales, Inc., of Asheville, North Carolina, has become associated with the Automobile Industry with a synmetrical and well-rounded out business proposition. Barring accidents, within a period of 90 days they will be housed in a new building at the corner of Coxe and Phillip Streets, fire proof in structure and with adequate space for garaging and servicing approximately 100 pleasure cars and also with ample space for the sale, distribution and service of Stearn-Knight cars, giving both day and night service on Republic trucks, carrying parts to complete and round out their service.

Mr. Chas. W. Leeland, president of the company, states that it will be the purpose of the company at all times to make a flat rate for live storage including a reasonable amount for the washing of the car, another rate for taking entire charge of an owners car by the month. The latter form of service will include washing the car and servicing it in every manner, so that it will be ready at any time to go and in good condition.

Mr. Leeland also states that it will be the purpose of the company to display a sufficient number of truck chassis to cover the needs of the people throughout Western North Carolina, also the Republic Truck Co., of Alma, Mich., carry in Charlotte, $70,000.00 worth of truck parts, which means overnight service to the people of Asheville and there around in addition.

BROWN MOTOR CO. OF ASHEVILLE REORGANIZED

The Brown Motor Co., long established automobile firm of Asheville, N. C., located in the heart of the automobile industry on Market St., with Mr. George Brown as manager, was reorganized February the first, 1923, with Mr. J. G. Faulkner manager.

The Brown Motor Co. have been representing the Nash automobile for four years in the County of Buncombe and a number of adjoining Counties, and was organized in Asheville by Mr. George Brown, well-known throughout Western North Carolina.

Mr. Faulkner is a man well-known throughout the automobile industry, having had a long experience in the business and particularly with the Nash car.

Mr. Faulkner states that he will carry in stock and on display at all times sufficient number of body styles to make a discrete selection, and is also prepared to render service promptly.

The office of the Carolina Motor Club is located in the building of the Brown Motor Co., where State automobile license are issued.

Mr. George Brown, who for the past number of years was connected with the Brown Motor Co. as manager, has sold all interest and is now retired from the automobile business.

WINSTON-SALEM

The Universal Building Corner of Third and Liberty Streets

This is one of the largest automobile garages in the Carolinas. A mammoth seven story building, having a floor space of 94,500 square feet. It is known as the Motorist Department Store, as every want of an automobile owner can be taken rare of.

It is the home of Motor Sales Co. who distribute Chevrolet cars and trucks. Also the G. M. C. trucks. This company has the honor of being the largest distributors of these two lines in the Carolinas.

The Carolina Olds Co. also occupies a part of this building. They distribute the Famous Oldsmobile through North Carolina, upper portion of South Carolina, and a part of Virginia.

In the basement floor is located The Tire Service Co., distributors in local territory of famous Firestone Tires, also automobile accessories.

On this same floor is located the Shore Service Station, who handle all electric and ignition parts for all automobiles.

The Universal Storage Co. also occupy a part of this building which they use for day and night storage, also selling gas and oil as well as giving a 24 hour service to motorists.

The motto of the Universal Building is the word "Service."

Business is good. That is what we think, and we are looking forward to a big year. We sold sixteen new Fords last Saturday, and are expecting to sell more than that each Saturday on.

To those who think the best of the automobile business is gone, we say, cheer up, because the best is before us.

Williams Motor Co.

The Lindsay Fishel Buick Company have experienced a wonderful growth in their business since their beginning business last August 1st. They moved in their new building on Main Street about November 10, 1923, thinking they had sufficient room for several years, but immediately their sales, parts and service business began to increase rapidly, which necessitated their putting another floor on the building. They are now about ready to occupy this additional floor which will be a great relief to them as well as to their customers on account of the crowded condition of their service department, and will give them facilities for giving their customers much better and quicker service.

One particular feature of the design of this building is that it is equipped with ramp driveways instead of an elevator, which makes it more accessbile and much quicker than elevator service.

THE NEW DELUX SEDAN

The Carolina Olds Company, Winston-Salem, N. C., distributors of the Oldsmobile, are attracting much attention and comment in the latest production of the Olds Motor Works, the Delux Sedan, which has just been received in the city by the distributor.

The car is indeed attractive and combines all that is accepted in latest type motor vehicles. For sometime the Olds Company has been manufacturing the model thirty Touring car, but the arrival of the new Delux Sedan on the same model thirty chassis last week marked another step forward in the marketing of the products of the company.

The complete Oldsmobile line is exhibited by the distributor, the Carolina Olds Company, with the seven body types, offers an excellent variety from which to select the world's lowest priced six cylinder car.

W.-S. Motors Inc., Winston-Salem, N. C., Hudson and Essex distributors. P. Gilmer, President; H. A. Tenbun, Vice President; P. R. Hilts, Secretary-Treasurer; T. Z. Lanten, Retail Sales Manager. Sales room and garage North Main Street, next to Zinzendorf Hotel and directly opposite Carolina Motor Club office. This company has one of the prettiest show rooms and best equipped garages in the entire South. W.-S. Motors, Inc., distributes about 1500 cars annually. Have handled Hudson and Essex cars for past ten years. They carry one of the most complete stocks of repair parts in the South.

Colonial Motor Co., Hupmobile distributors for Winston-Salem and vicinity has recently revenerated its building and renewed its entire sales organization.

Claude R. Pfoff, who was appointed manager first of the year, has associated with him the following salesmen: J. M. Mack, J. F. Taylor, J. W. Bass and E. H. Holleman. He expects with this group of salesmen to greatly increase the number of Hupmobiles in Winston-Salem.

The Geo. H. Willard Motor Company, distributors of Durant and Star Cars in Winston-Salem and adjoining territory, invites the public to their first anniversary celebration at their show room, 219 N. Main St., May 3, 1924.

During the twelve months this concern has been in business over four hundred Durant and Star Cars have been sold in and around Winston-Salem.

Durant products have met with great success not only in this particular locality, but all over the world.

It is with regret to publish the fact that Mr. Geo. H. Willard, President, took his own life some few days ago. He was a most substantial citizen and proved to be a valuable man with the company. Many touching words were spoken and resolutions passed by the local dealers organization in his memory at a recent meeting.

Mr. Dealer: Can You Qualify?

Dealers in the Carolinas who do a legitimate business, who practice the golden rule in their business, who conduct service and parts departments and who are responsible; are eligible to membership in the CAROLINAS AUTOMOTIVE TRADE ASSOCIATION, and should not lose a moment in taking out this membership and leasing the sign that identifies the Qualified Dealer.

Mail me copy of "What it is and does" explaining value of membership in the Carolinas Automotive Trade Association.

FOR INFORMATION MAIL THIS BLANK TODAY

Carolinas Automotive Trade Association,
224 East Market Street,
Greensboro, N. C.
C. W. Roberts, Secretary:

Mail me copy of "What it is and does" explaining value of membership in the Carolinas Automotive TradeAssociation.

My Business is____________________ I have been in business since____________

I give two following names for reference

Name________________________ Address________________________

Automobiles and Where to Buy Them

CAR	DEALER	ADDRESS	PHONE

Announcement

Beginning with the June issue of CAROLINA MOTORIST this department will carry a list of all car dealers in each town who are members of the CAROLINAS AUTOMOTIVE TRADE ASSOCIATION.

And who are these dealers? They practice this standard of service

Standard of Service

First--To consider our vocation worthy.

Second--To increase our efficiency so that we may be better able to render the highest standard of service possible.

Third--To meet every customer more than half way, being really glad to see him and glad to help him.

Fourth--To hold that the exchange of our goods and our service for profit is legitimate and ethical, provided that all parties in the exchange are benefited thereby.

Fifth--To realize that satisfied customers are our best asset and that without them no business can expect to grow and prosper.

Sixth--Never to make promises which will be broken, as promises broken mean confidence lost. Confidence is the strongest tie between us and those we serve.

Seventh--To try to adjust all differences to the best interests of all concerned, should any misunderstanding arise regarding our goods or our service.

Eighth--To submit any grievances which can not be adjusted between ourselves and our customers to an arbitration committee appointed by the executive committee of the association for that purpose.

Ninth--To understand that membership in the Carolinas Automotive Trade Association means fair and square dealing to all, believing in the Golden Rule, "All things whatsoever ye would that men should do unto you, do you even so unto them."

Make "Chimney Rock"

Your Motoring Objective!

With perfect roads threading their way through the scenic sublimity of Western North Carolina, leading direct to Chimney Rock from every direction, no motoring trip or prospective vacation haunt offers greater thrills for the discriminating motorist than the wonderful environments of Chimney Rock.

Come to Chimney Rock this Summer and learn all about the wonderful Resort development program now in active progress for converting this section into "America's Greatest Scenic Playground Resort."

CLASSIC LAKE LURE

To be the most beautiful Resort Lake in America. The outstanding feature in the extensive development plans of Chimney Rock Mountains, Inc.

CHIMNEY ROCK MOUNTAINS, Inc.
ASHEVILLE, N. C.

"Ask the Man in the Moon"

We like to show the Moon to men who know automobiles from radiator to tail light.

They may be harder to convince than the other fellow, but once they have gone over the Moon, they are just that much more enthusiastic about what the Moon offers.

There's another point too—

You probably have heard an automobile salesman try to put the Moon out of the running by calling it an "assembled car."

Now the man who knows automobiles forward and backward will tell you that the phrase "assembled car" hasn't meant anything for years because every car in America today is made up to a greater or less extent of standard specialist-made units.

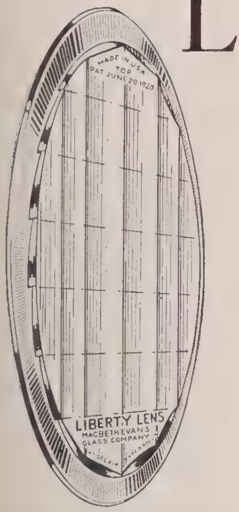
With the automobile facts what they are, Moon says this—"The way to give the car buyer every last dollar's worth in the automotive industry is to use all of the specialist resources of the industry."

T. & H. Motor Co.

Distributors

111 S. DAVIE ST. GREENSBORO, N. C. PHONE 2472

America's Famous Cars Standardize on LIBERTY Lenses—*Legal Everywhere*



LIBERTY LENS

NEVER A GLARE

$3 per pair

Seven horizontal and six vertical prisms, without visor, control the light as required by law, and are always free from glare.

YOU'RE in good company when you use LIBERTY Lenses in your headlamps. These famous lenses are standard equipment on more different famous makes of cars than any other individual lens. Legal everywhere, LIBERTY Lenses are best for your car because:

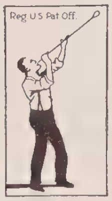
1. They spread the light wider than the road. Thus they illuminate the road at sharp turns or curves.
2. They give you a light extending more than 200 feet ahead, providing a clear, yet glareless, light with big depth.
3. No tilting or difficult adjustments of headlamps are necessary with LIBERTY Lenses.
4. LIBERTY Lenses are LEGAL in every State in the Union.

Then there's the well-known NEW Macbeth Type D Lens, Green Glass Visor. Better than ever—lower in price. Both LIBERTY and Macbeth Type D Lenses are made by Macbeth-Evans Glass Company, renowned as makers of the finest scientific glass for over 50 years. Drive with LEGAL lenses that free you from all worry about whether you have plenty of clear light—buy either LIBERTY or Macbeth Type D Lenses and feel safe. Ask your nearest dealer.

Macbeth-Evans Glass Co.

Eastern Division, CHARLEROI, PA.

Licensed under Clark Patent No. 1,345,073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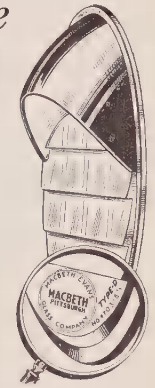


This is the NEW Macbeth Lens Type D Green Glass Visor, formerly sold at $5.00 per pair, NOW $3.50.

Five horizontal and four vertical prisms center light where it is needed, distribute the rays evenly and prevent glare.

For half a century this trade mark has been the sign of admitted superiority in glassware.

SAFETY COACH LINE, Inc.

Raleigh, N. C.

FAGEOL SAFETY COACH

When you travel consider the Safety, Comfort, Service, and Economy offered by Safety Coach Line buses. The splendid roads of North Carolina make possible the operation of these highway parlor cars at lowest cost and highest efficiency. We offer you not only greater comfort, safety and service than other means of transportation, but at lower cost.

Lines Now Operating Between Raleigh, Durham and Greensboro

SAFETY COACH LINE

134 West Martin Street
RALEIGH, N. CAR.

Mrs M B Morgan
300 Forest Av
Greensboro N C

Wanderlust?

Nearby Week-End Tours To Satisfy The Spring Urge to "Ramble"

Spring magic is in the air. A spell calling one away from the familiar, everyday scenes, an urge to travel, to enjoy new places, to see new faces, to give variety to existence.

Too early for vacation, but just right for the week-end tour. The finest time to motor over smooth roads, uphill and down, through a fresh, colorful countryside. And at end of the tour, new spots of interest, and a comfortable, accomodating hotel.

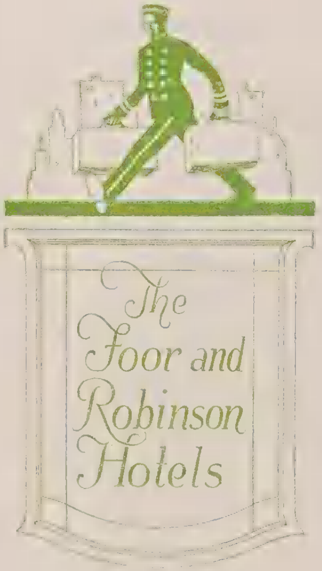
Nearby in the Carolinas are six delightful week-end stops. Six cities, each with its own points of interest, each with a fine hotel, planned and manned to supply the needs, wants, demands, whims—if you please—of the traveler or the tourist, in a warm, cordial atmosphere of refined elegance and restful beauty.

Arrange now for your week-end trips for the few remaining weeks of spring and early summer. Choose from:

Spartanburg, S. C.—The City of the Spartans, and the smiling Piedmont Country. Close by are Glenn Springs and their health-giving waters; Cowpens and Kings Mountain battlegrounds. The **Cleveland Hotel** here is the Cheery, Modern house that Brightens your Stay and Bids you Back.

Charleston, S. C.—Historic City of the Old South. Holds hundreds of traditional, interesting points. The **Francis Marion Hotel** is the stopping place. Just opened—three hundred rooms—one of the finest of the entire Southland. Nothing more complete anywhere.

High Point, N. C.—Wonder Industrial City of the South, yet a "City Beautiful" of wide, tree-shaded streets and wonderful homes. New 18-hole golf course just opened. The **Sheraton Hotel** in this city is a complete gem of a hotel home, decorated and planned in exquisite taste. Sets a fine table.



Greensboro, N. C.—Near the famous Guilford Battleground. Sunday headquarters for hundreds of travelers. Here is the **O. Henry Hotel,** famous everywhere for its beauty, comfort, orderly and complete service. No finer golf course in the Carolinas.

Charlotte, N. C.—Heart of the seething activities of the New Industrial South. A business city, setting a metropolitan pace for growth. The **Hotel Charlotte** has just been opened—the last word in furnishings and completeness of equipment. Two 18-hole golf courses.

Asheville, N. C.—World renowned resort, nestling among the beauties of the Blue Ridge. Soon the **George Vanderbilt Hotel** will be opened. To be the show hotel of the Carolinas—the much needed centrally located house for business, golf and touring.

The hotels mentioned above are Foor and Robinson Hotels---

"Good Hotels in Good Towns"

CAROLINA MOTORIST

June, 1924 $2.00 the Year---20 Cents the Copy *Vol. II. No. 8*

To the Pan-American Delegates and Road Builders:-

The State of North Carolina takes just pride in the signal honor shown her by your visit to this state, and, from your presence will gain strength and inspiration for future progress. North Carolina always esteems it a delightful privilege to have her friends gather within her borders—whether for deliberation or for pleasure. I need not add that the occasion of your visit is one of peculiar significance.

I hasten to assure you that the City of Greensboro counts it a happy privilege and a real pleasure to add its welcome. Every gate to every avenue of our City's hospitality is open to you.

Claude Kiser
Mayor, City of Greensboro.

THE IMPORTANT THING

for the exhibitor of the Pan-American Road Congress is to reserve early a select space in the one big number-- the July issue of

THE CAROLINA MOTORIST

the pictorial record of the demonstration; a complete resume of important achievements and tests on machinery and exhibited products.

"Count on the Results---Not Cost"

THE MOTORIST WILL APPRAISE YOUR CAR!

CLIP THIS COUPON ➔

Since the Motorist has included this department, many motorists have applied for appraisals on their cars. If you have decided to trade your car in on the purchase of a new one and want to be satisfied that your dealer is making you a fair allowance, fill out the coupon and mail it with a 2-cent stamp (to cover return mailing charges) to Appraisal Department, Carolina Motorist, and receive an accurate appraisal on your car.

This is becoming the livest department of the magazine and motorists should not wait until ready to make a trade-in before making application for appraisal. Do it now.

Gentlemen: I should like an appraisal of my car as described below. A two-cent stamp is enclosed for return postage.

Owner's Name ____________________________

Address ____________________________

Make of Car__________Type of Body__________

Model________________ Serial No.__________

General condition of Car________Paint_______

Condition of Tires__________Motor__________

Accessory Equipment ____________________

WELCOME--ROAD BUILDERS

THE PEOPLE OF North Carolina, enjoying the prosperity resultant from industry and the construction of highways, are glad that this great road building demonstration is held upon its historic soil. North Carolina greets you.

Cameron Morrison

Progressive Governor of North Carolina

Mayors of the towns to be visited have extended welcomes in the printed messages following, sincere and unaffected, to those who have traveled many miles to be in North Carolina and to see what here has been done. It is the general sentiment that visitors be made to feel at home in Carolina—that the State belongs to them for the period of the demonstration.

Much may be said of the program launched by progressive forces in North Carolina and the publicity the State has received over the judicious expenditure of money made available for this profitable investment. And yet, North Carolina is not through; there is no limit other than the completion of the 6,100 miles adequately for the traffic—North Carolina will not stop until the job is done. North Carolinians have learned the price and profit of good roads.

A small automobile, inexpensive but comfortable; a day laborer and his family—and the narrow ribbon of asphalt or concrete bring the bloom of health to the cheeks of his children.

A huge truck, a busy factory—and the narrow ribbon provides cheap transportation for its products.

Many are the uses and many the gains passed over daily by people of this state and taken for granted—provided by far-sighted individuals who have invested the State's money in a road system which is building North Carolina.

For the people of North Carolina, this magazine extends a printed welcome; for the motorists of North Carolina a glad brotherly hand. May the countries and states you represent early learn the value of good roads and may North Carolina be the example. If you can't get roads back home—just pack up your old kit-bag and come here!

TO THE LATIN-AMERICAN DELEGATION:

It is always pleasing to have visitors in Raleigh from other sections of the State and from other states in the Union, but when we have guests from foreign countries, especially our friendly neighbors from South America, we deem it a rare privilege to have the honor of entertaining them.

Raleigh is the home of the State Highway Commission, which is one of the State's most progressive departments. The Commission has inaugurated, and is successfully prosecuting, one of the largest road building programs ever undertaken, and its achievements are attracting world-wide attention.

North Carolina's proverbial hospitality includes the rendering of any service within its power which will be of assistance to her sister states or to any foreign nation, and it is with this thought in mind that we wish to make your visit to Raleigh as interesting and valuable as possible.

As Mayor of the City of Raleigh it gives me pleasure to extend to the delegates to the North Carolina Road Building Show a most cordial welcome to the Capital City, and to express the hope that much profitable information may be acquired on your inspection tour throughout the State.

E. E. Culbreth, Mayor,
City of Raleigh, N. C.

TO THE LATIN-AMERICAN DELEGATION:

Asheville being the gate-way of Western North Carolina through which you pass before viewing our beautiful mountainous section, as Mayor of the City of Asheville I wish to welcome you to our city and to Western North Carolina.

In no part of our entire country will you find better roads combined with the exquisite grace and beauty of our unfolding mountainous landscape.

John H. Cathey,
Mayor, City of Asheville, N. C.

JHC-DH

Carolina Motorist,
Greensboro, N. C.

Gentlemen:

I am sure that the people of Winston-Salem are sincerely glad that the Latin-American Delegation will, while guests of the State Highway Commission, visit the City of Winston-Salem in connection with their investigations of road building in North Carolina. These gentlemen, doubtless, are already familiar with Winston-Salem products, and we are glad that they now have the opportunity to visit the city in person.

The City of Winston-Salem heartily welcomes these gentlemen, and is confident that their visit will be mutually enjoyable and beneficial.

With regards, I am

Yours very truly,
L. F. Owen, Mayor Pro tem.,
City of Winston-Salem, N. C.

Carolina Motorist,
Greensboro, N. C.

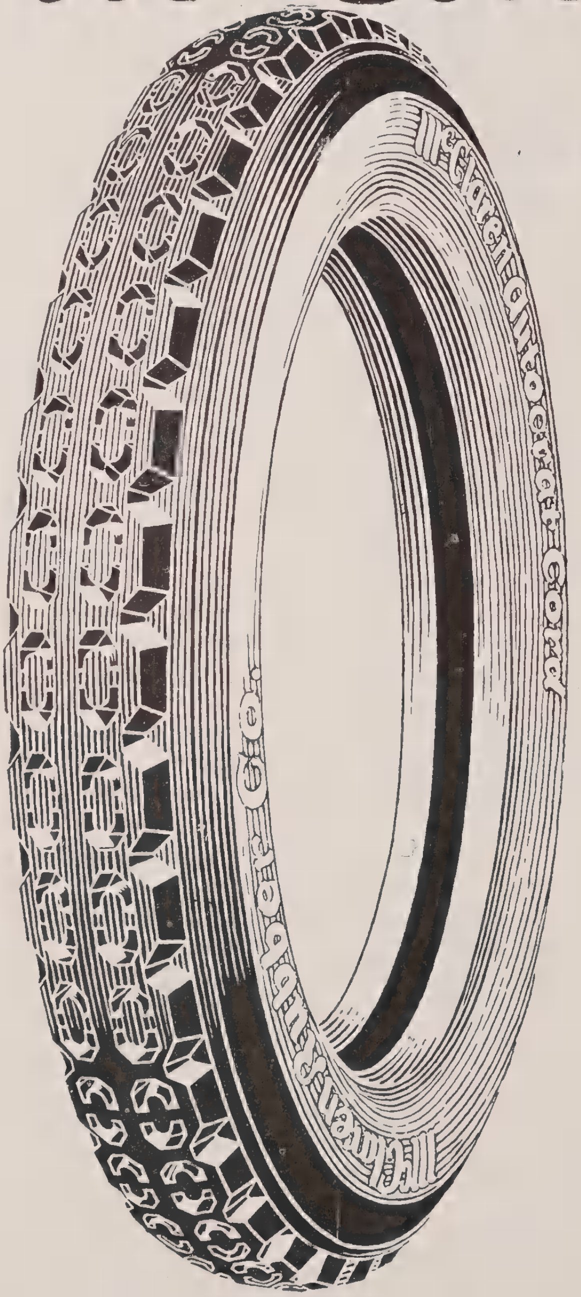
Gentlemen:

We learn with pleasure that the Latin American delegation, guests of the State Highway Commission, will visit Durham on their trip of investigation of the State Highways. We welcome them to our little City. The industrial and educational center of the State.

We hope they will be gratified and pleased with the great accomplishment the State has made in the construction of her highways. Good roads have done more to put North Carolina on the national map than any other agency.

Very truly,
Jno. M. Manning,
Mayor of Durham.

McClaren Tires



Autocrat Cords cost-less-per mile

TESTED and proven by Taxicab and Bus operators who must maintain an uninterrupted schedule, the McClaren Autocrat Cord is the tire for long, carefree service. Built right here at home and sold under guarantee of performance, it is the tire for you. Built to give exceptional mileage, it is *guaranteed to cost less per mile than any tire you can buy.* Try one under guarantee and then standardize on Autocrats.

I have used McClarens on my trucks and have gotten as much as **29,730 miles from McClaren tires.** I am getting **more mileage** from them than from any I have **ever used.**

Morgan Brothers,
Winston-Salem, N. C.

I have used over **55 McClaren tires and have** gotten **well over an average of 20,000 miles per tire.** I retire my new cars with the McClaren regardless of original equipment.

C. E. Moore,
High Point, N. C.

We give close consideration to tire costs and do not hesitate to say McClaren Cords are the most satisfactory we have ever used. We have a number that have run **well over 20,000 miles.**

Royal Blue Transportation Co.,
Greensboro, N. C.

McClaren Rubber Company
Charlotte, N. C.

A Carolina Product With a National Reputation

GUARANTEED PERFORMANCE

Any McClaren Authorized Dealer will guarantee that on the basis of mileage delivered, the Autocrat Cord will cost less per mile than any pneumatic tire you have used regardless of brand or price paid.

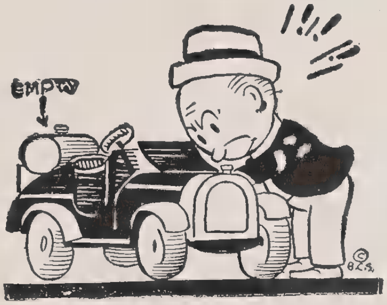
The Bumps You Get In Motoring

Relief is Parked Just Around the Corner---But You Must Go To It!

SOMETIMES the old bus refuses to work and lif immediately takes on serious aspect. Funny how much influence a benzene buggy can have over the life of mere man. But it is true that the air becomes tinted with a type of verbal indigo manufactured exclusively by motorists. Forgetfulness becomes the one paramount end desired. But you can't forget the tire that must be changed in the mud or the gas that is no more! It isn't done.

When automobiles were a novelty—when people had them because of the importance attached to owning a benzene buggy—driving was more of an ordeal than a pleasure. And it is a fact that driving today sometimes becomes an ordeal of the most serious type. The novelty has worn off, but the mechanism of a horseless carriage is a jumbled mystery to the ordinary average American citizen—and will continue to be. A motorist in trouble is a motorist who almost invariably needs help.

So this is a letter of information and discussion of real tangible worth to you. It is possible that you have been fishing, for some time, for the facts contained on this page and the succession of other pages which troupe along through the Motorist. It is also probable that once you have read and digested the things about to be dropped on you, you shall grab your neighbor and make the street hot with hurrying footsteps to the nearest branch office of the Carolina Motor Club.



"The durn thing won't run without gasoline."

"You are probably fishing for facts right now."

"You will grab your neighbor and make the street hot."

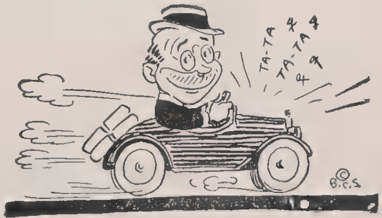
"What is this that tarries just around the corner from where your car is parked?" you ask. And you are answered: A congenial chap with an emblem worth its weight in gold—and you need only to park $10 with him to get it. You don't hesitate to place the ten spot in an investment that is certain of material return greater than the principal. The motor club membership, because of its services and its position and ability to serve, amounts to something that might be barred, were it stock, because of blue-sky regulations. It is a fact that to buy a membership in the Carolina Motor Club lays one liable to a 1000 per cent return. Specific instances may be found in any office of the organization.

Someone might depart with your car without your permission. They do it every day—indeed, every hour of every day. To lessen the risk you have your car insured. To secure it's return—you join the Carolina Motor Club. The membership emblem thus secured carries the legend: "Thieves will be prosecuted!" And the average thief is loath to ignore this—any self-respecting thug dislikes a jail term. Fifty dollars reward is offered by the club; $25 for the return of the car and $25 for the prosecution of the bird who is so thoughtless as to take your boat.

On the other hand, someday you might get arrested for speeding. You tell the gentleman who obligingly is taking your number that you would like a little time to prepare your mother-in-law for the shock or maybe to arrange your business for the period handed out by the judge. Of course he will ask for bond. And then you remember that your last dollar is the one you wish to use for breakfast in the next town. You are in a mell of a hess. No money and a determined gentleman who wishes $25 or $10—or you are forwarded under separate cover to jail! But no, you joined the Carolina Motor Club just before you left home—and therefore can give the old boy your membership card. You have thereby put up $50 for appearance. Of course, in case you forget to appear, that's our loss. But we have studiously avoided electing to membership gentlemen who are so forgetful.

Have you ever tried to operate an automobile without gas? This is considered in scientific circles a rather

"If you want the rough and rocky—don't join."



"—But if you like it smooth—snap into an emblem."

difficult job. Yet, some do it—at least until they get out of town. The car stops; the motorist swears. A mudhole, too, is most inconvenient when you can't get out. Or the trickly old timer may be trying to operate backwards—'er something! Don't know what's wrong—but fish out the official garage card and 'phone the nearest garage. They'll send gas; pull you out of the hole; set your timer—all a part of the services of the club which your ten berries helped make possible.

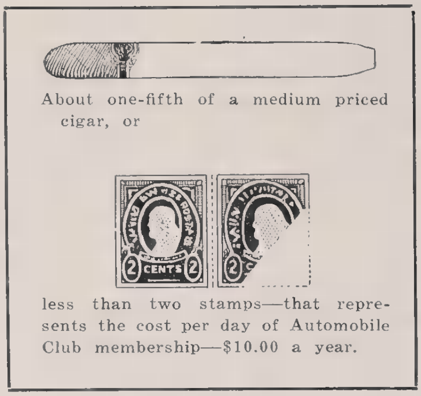
These things happen in the best of regulated families—Lincoln's or Ford's. Did you ever attempt to argue that you were not speeding—and perhaps you really were not violating the law? The Carolina Motor Club member does not worry but turns the case over to the Club's legal department for handling. It is not the exception that your case is handled well—it is a rule. Of course, the Club saves strong words. If you want to operate on a rough and rocky basis—don't join. If you like things to run smooth—take out your membership today.

The Carolina Motor Club represents the motorists of the two Carolinas. It is a departmentalized co-operative motor car owner's agency that is helping materially to take the bumps out of motoring. It is a necessity to the motorist—not something to be taken or left alone. You need the Club and it's services, but perhaps you do not know it. If we could have a copy of your diary for 1923, and in it you had noted all things relating to motoring—it is possible that we could point out a saving that would amount to ten times your membership.

There is little red-tape to membership. An application blank, your check and someone to vouch for, or recommend you who is already a member—and you may have the emblem and neatly engraved membership card.

Your co-operation is needed and no because of the services rendered directly to you, but because the club is doing the many things in the Carolinas which are needed and which is a distinct service to the motoring public.

If you want tangible, worth-while information on roads you would not hesitate to call at our offices—and we would never hesitate to give it to you. Yet you do not consider the fact that someone else is paying for the service rendered you—who are not a member. It is not fair, but is all in the day's work. And anyway, you will eventually trip a light-fantastic step into the office and say: "Here is that $10 I have been owing you so long. Let's have the emblem that I have needed, lo! these many years!"

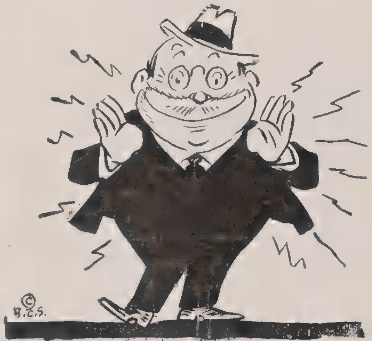


About one-fifth of a medium priced cigar, or

less than two stamps—that represents the cost per day of Automobile Club membership—$10.00 a year.

A small investment and a big return.

"We need each other, old boy!"



"I am a member of the Carolina Motor Club, b'gosh."

COMMISSION TO PLANT HIGHWAYS

North Carolina's attractions for the automotive tourist will continue to improve if plans of the State Highway Commission are carried out. Honeysuckle will be planted on all fills and Bermuda grasses on the road shoulders of the entire 6,100 miles comprising the state system. While the announcement states that the Commisssion is considering the prevention of washing out than the improvement of the scenic qualities of the routes, it is conceded that the planting will be an innovation in the endeavor of a state department. The work is to be started shortly.

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TRAFFIC CENSUS ANNOUNCED

Twent-eighty hundred and sixty-eight vehicles traversed the pavement between Charlotte and Gastonia during one day in April according to an announcement given out by the North Carolina State Highway Commission. The Commission's installation of a system of traffic census produces interesting figures. Of the sixteen vehicles passing on state route No. 19 between Little Switzerland and Ward's Store, 14 were horse-drawn conveyances. Asheville and Henderson traffic amounted to 1965 while between Charlotte and Concord, there were 1922 vehicles. Between Greensboro and Winston-Salem, via High Point, there were 1735 cars passing.

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PUBLICITY DIRECTOR ENGAGED

Pursuing its avowed policy of advancing the interests of the Carolinas, the Carolina Motor Club has added to its departmental activity the "Department of Carolinas Publicity." J. Vear Mann, former secretary of the Southern Pines Chamber of Commerce, Southern Pines, N. C., is the director of this new department and has already assumed his new duties. The work will include the dissemination of information of all types regarding roads, resorts, routes, week-end trips and various phases of publicity for the Carolinas in newspapers and periodicals. He will also have charge of the Carolina Motorist, official organ of the club and of the Carolinas Automotive Trade Association.

"The accession of this new department is a result of the demand being made upon the club for services of this nature," stated C. W. Roberts, Vice-president and General Manager. "Our regular departments found the demand for Carolinas information steadily increasing in proportion which forced its addition. We are preparing an educational file of the Carolinas which will include all the literature published by the various towns and cities in the two Carolinas in addition to literature of a general nature which will be distributed by the Club."

Learn To Play Your Car Well

The Ability of Any Car is Governed by the Ability of the Driver

By William Ullman

"HOW DO THEY do it?" is the question most frequently asked by the motorist when he reads of the remarkable endurance tests made with stock cars. He seems to suspect that there is some secret to it, and the truth of the matter is that his suspicions are justified.

There is a secret in the astounding feats with stock cars, and manufacturers are only too glad to have it known. As a matter of fact these tests are offered with the idea of showing the average motorist what his car is capable of if given half a chance. These tests prove conclusively that it isn't the conditions under which a car must be driven that reduce it to junk but the hardships of poor driving. It is a conspicuous fact that while endurance tests are conducted under the most unfavorable circumstances as regards weather and road conditions, the cars themselves invariably have the advantage of being handled by competent drivers.

¶ Are you a 1914 driver with a 1924 car? Do you rest your foot on the clutch while driving? Endurance test cars are ordinary cars with drivers who respond to the slightest demand of delicate mechanism. If Mr. Ullman is right in that most drivers are handicaps to their cars, some educational work is in order. This is an interesting outline of successful automobile operation.

An endurance test, expressed in terms of actual facts, shows what a good car will do with the right party at the wheel. It is, therefore, a gentle hint to the average motorist that his failure to derive such remarkable performance from his car is entirely due to the fact that he is a handicap to the car rather than a help.

A dealer recently proved the stamina of his car by driving it 10,000 miles through snow-covered roads. It was a remarkable piece of performance for any car, and particularly for a medium priced car. But the driver was not average. It is a foregone conclusion that before he started he made sure that the carburetor was properly adjusted for the conditions to be encountered and that the crankcase never received any but the right kind of oil.

When they drive cars from coast to coast with sealed transmissions and one thing or another they engage the best driver, for it is a known fact that the ability of any automobile is largely governed by the ability of the driver. The endurance test should be viewed by the general public as evidence of what could be accomplished in normal motoring with the proper amount of brain power in back of it.

Why is it, for instance, that a test car can plug away day after day at top speed without giving the slightest trouble while a car that seems to be pampered promptly acquires a stuck valve so that it commences bucking? Why is it that a test car can be operated through cities, towns, up mountains and down, all in high gear while the average car develops clutch trouble and all manner of ailments even though the drivers never consciously strain it?

These seem to be inexplainable. Frequently one hears the statement that the trouble is because the average car doesn't get much attention. How ridiculous this is may be judged from the fact that the average car owner tinkers with his car at least every 100 miles or so while the driver of the endurance run car will sometimes be prohibited from even raising the hood.

There are a number of troubles that develop in so-called normal driving which do not seem to appear at all while cars are being subjected to rigorous tests at

(Continued on Page 6)

The Commission has replaced many grade crossings with ornate and beautiful underpasses.

LEARN TO PLAY YOUR CAR WELL

(Continued from Page 5)

hands of experts. This would seem to indicate clearly that the principle element in car care is in the driving. Just because the average motorist fails to appreciate this point he continues to drive with the choker half on, resulting in sticking valves and a dozen and one other troubles.

Thousands of drivers acquire clutch trouble through running with a foot poised on the pedal. This keeps the clutch slightly disengaged, resulting in excessive friction trouble. The expert with the gears sealed in "high" can make the identical clutch endure the hardship of starting in "high" just because the abuse is not cumulative.

Two cars came of the same factory recently. They were identical in every respect, but they went into different hands. The first car was put into a demonstration test, made to drive over a dangerous country at high speed and used with the sole idea of beating the best railway time between two points. When the test was completed it was in perfect running condition with not the slightest hint of having been strained.

The second car, after three thousand miles of jogging about town over well paved streets, went to the repair shop for a new set of wrist pins. At seven thousand miles it still has a knock, yet it has never been driven faster than fifty-five. It all seems like a mystery, but not to the man who figures the importance of the driver. To him it was evident that the driver of the troublesome car had simply been driving with the spark too far advanced while accelerating suddenly.

Despite the fact that the present models are the most reliable cars that have ever been offered the motorist, people are having trouble with them very much as they always have. This results in various rumors about this make of car and that, and much positive harm is done to the repuation of reliable manufacturers.

What no one seems to consider is that the 1924 cars are struggling against the odds of 1914 drivers.

A driver who had witnessed the remarkable performance of a test car that would run smoothly and without straining at two, three and four miles an hour in high gear decided that he would try the same thing with his car. Failing to succeed he took it for granted that the test car was in some way superior to his, when as a matter of fact the trouble was that the driver of the test car knew enough to see that the spark plugs were screwed in tight before attempting the stunt. At low speed slight air leaks make a very great difference in the performance of the engine.

Any car owner can do the same, once he rids himself of the idea that the endurance built into the car is available at the mere wish. Endurance is in the modern cars, but it has to be drawn out by competent drivers.

The tone qualities of a violin may be inherent in the instrument but not every violinist can bring them out. It's the same with a car, except that violinists know it and motorists still labor under a delusion.

Pullman Porter (as train nears station)—Shall I brush you off, sir?

Passenger—No; I'll get off the regular way.—*The Self-Starter.*

Fordson Tractor Equipment

See this equipment for road building demonstrated at the American Road Builders' Convention, June 3rd to 7th, Greensboro, N. C.

For Sale By Ford Dealers Exclusively

Distributed by

UNIVERSAL MOTOR COMPANY

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You may Taboo the Thieves, Dodge Drunken Drivers, Survive Speeding, Skidding, and Close Calls at Crossings, and Pooh-Pooh the Choo-Choo,—but the JAY WALKER will get you, if you don't watch out.

It costs less to Insure than to WIN a lawsuit. "Call up 277!"

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We cater to the automobilist and assure you we have the most modernly equipped and ventilated rooms in the City.

NEAR GARAGES
CENTRALLY LOCATED
SPLENDID DINING ROOM

Road Information Furnished Cheerfully

Money Talks in Road Building

What it Has Accomplished Thus Far in North Carolina

By H. K. Witherspoon, Publicity Engineer,
State Highway Commission

BASIC materials dating back to 2,000 years B. C. are still in use and promise to continue to be the standard material construction for many years to come. The earliest recorded use of asphalt was by the Sumerians, a people inhabiting the Euphrates Valley prior to the ascendancy of the Babylonians. There is evidence that both the Romans and the Egyptians used a mineral cement. The Bible tells of the use and manufacture of bricks and use of clay materials.

¶ How much money has North Carolina invested in roads to date? What is the idea of planting honeysuckle along fills in the State Highway system and how many miles of hard surfaced road has been constructed or contracted is the interesting story told by Mr. Witherspoon whose main job with the commission is that of telling the World about North Carolina and its roads.

From the days of the ancients, road building has developed until it is today a principal industry in every civilized country of the world — the United States, England, France and Germany leading all other nations in its application.

North Carolina's road building program is one of the foremost of the United States and our country, because of the rapid development of the automotive industry, leads all other nations. Some of the facts surrounding the construction of roads in North Carolina are astounding and some of the figures introduced will cause many North Carolinians, normally well-posted on home-state affairs, to open their eyes.

To 1923, there was contructed in hard surfaced types including concrete, asphaltic concrete and macadam, 553 miles of road at a cost of $17,536,650.00. That year, the State System witnessed the completion of 370 miles of top-soil, sand-clay and gravel types at a total cost of $3,398,427.00, while in graded roads there were 123 miles at a total cost of $1,084,358.00. The total mileage constructed to 1923 was 1,054, at a cost which included bridges of $22,707,089.00, averaging $23,000.00 per mile.

While it is the ultimate aim of the commission to see every practical mile of the approximately 6,100 miles of roads comprising the state system paved with some type of hard surfaced road, it can easily be seen that the foundation was prepared in 1923 for the major part of this venture.

From the beginning of state highway construction by the commission in 1917 to March 1st, 1924, there had been completed approximately 2,365 miles at a total cost of $41,821,408.00. Of this work 886 miles was of the three hard-surfaced types mentioned and cost $27,248,251.00. The amount includes $1,469,641.00 which was expended in the construction of bridges. Of the top-soil, sand-clay and gravel types, 1,288 miles were constructed at a cost of $347,451.00. These figures as stated, are from the beginning of state road work to March 1st and include all projects.

There were, on March 1st, 1924, approximately 1,317 miles of roads under construction and these roads will cost, when completed, $23,725,524.00. These are divided into 562 miles of the specified hard-surfaced types at a cost of $15,686,396.00 while 499 miles will be top-soil, sand-clay and gravel. The figures quoted as the total will include $1,242,355.00 worth of bridges under construction.

This program expends a total amount of $69,668,838.00. Added to this is the $7,090,390.00 donated by various counties of the state for specific work. The total expended and contracted for roads in North Carolina to

(Continued on Page 8)

North Carolina's Mountain highways are as scenic as they are good and represent real feats of engineering.

MONEY TALKS IN ROAD BUILDING

(Continued from Page 7)

date, then, is $76,759,228.00.

Interesting features of the work of the North Carolina State Highway Commission which have not been brought to the attention of the public generally are the plans for planting the roads so constructed and the methods used by the commission in ascertaining the type of road to be constructed.

Road shoulders are to be covered with a matting of Bermuda grass—not particularly for beautification, although it is granted that the Commission thought of the appearance of the road and its sightliness to motorists when the plan was adopted—but for the prevention of washing and the maintenance of the shoulder built at the expenditure of no small sum. In addition to this, honeysuckle, scientifically adjudged the best plant to prevent washing and of the quickest growth, will be planted along the side of fills the length and breadth of the 6,100 miles comprising the state system.

This works directly in with making pleasant the proposition of motoring in North Carolina. And it is thought that the attention paid to such planting will encourage towns and individuals in the matter of pride. It is anyway sincerely to be hoped that our attention to the mater of beautification will prevent promiscuous dumping of trash, cans, paper and other refuse alongside the pavement that represents so much invested capital

The matter of selecting the type of road to be installed, of course, is related directly to the traffic on that road. And the Commission has arranged to take, each month, a traffic census which will tell definite stories. For instance, the average daily April traffic census gave the stretch of road between Charlotte and Gastonia the greatest number of vehicles passing—2,868. There was a daily average of 1,922 cars on the road between Charlotte and Concord, while 1,965 passed between Asheville and Hendersonville. The information thus gained by the Commission plays no small part in the decision as to the type or road or the time such project is undertaken.

———o———

TO HELP ALONG THE OFFICER

On approaching the corner of an intersecting street, if you are on a street carrying two lines of traffic moving in your direction, get into the right hand line if you intend to turn to the right into the intersecting street. If you intend to keep straight on or turn to the left, get into the left hand line.

Do not stop within ten feet of a street corner or of a fire hydrant.

Do not back into a place at the curb on a crowded street. If you cannot pull in close to the curb by driving in the direction of the traffic, do not stop there.

When stopping have both right or both left wheels close to the curb.

When signalled to stop, do not cross white lines on the street surface.

Signal with your hand or whip to the traffic sentry the direction you intend to go. Signal with your hand or whip to vehicles in the rear whenever you are going to stop or turn.

If in doubt as to whether the signal given you is to go ahead or stop, stop!

When leaving car standing on a grade, turn front wheels against curb to prevent car moving if brake should be released.

FREE AIR

"Been visiting friends?"
"No, relatives."—California Pelican.

"Tremendous crowd up at our church last night."
"New minister?"
"No, church burned down."

Prisoner—"Yes, I'll admit I was speeding, but if you'll give me a little time I can explain it."
Judge—"All right, ten days."

Village Constable (to villager who has been knocked down by passing motorist)—"You didn't see the number, but could you swear to the man?"
Villager—"I did, but I don't think 'e 'eard me."

"Why did you sell your car?"
"Cost too much for repairs."
"Wasn't it a good machine?"
"First-rate. Never got out of order. But I had to pay for repairing the people it ran over."

Irate Motorist: "I thought you told me this car would last a life time!"
Dealer: "Ah-er-it will, sir."
Motorist: "Whose life-time, for heaven's sake?"
Dealer: "Er-its own, sir."—Life.

Small Boy (on arrival at country cottage); "Mummy, where is the bathroom?"
Mother: "There isn't any bathroom, dear."
"Good! This is going to be a real holiday.—Mass. Ag. Squib.

Speedy motorist: "Where does this road go?"
"Straight to the lock-up, young fellow! Come on." That was information the motorist probably didn't want to receive. How different from the interesting and encouraging information he would have received from reading the Carolina Motorist.

D is for driver who lets his car run wild;
E is for excuses made when an auto hits a child;
A is for ambulance that gathers up the scraps;
T is for the speedy turn where many meet mishaps;
H is for the little hearse, for those who meet the worst;
It all spells death for those who don't stick close to safety
first.

New Yorker: "I suppose the citizens of your town have plenty of public spirit."
Middle West: "Well, you can get it if you know how, but I wouldn't go so far as to call it public."—American Legion Weekly.

WOMEN AND ELECTRICITY

When a woman will not speak—**exciter.**
If she gets too excited—**controller.**
If she talks too long—**interrupter.**
If her way of thinking is not like yours—**converter.**
If she is willing to come half way—**meter.**
If she will come all the way—**receiver.**
If she wants to go further—**conductor.**
If she would go still further—**dispatcher.**
If she wants to be an angel—**transformer.**
If she wants chocolates—**feeder.**
If she sings wrong—**timer**
If she is in the country—**telegrapher.**
If she is a poor cook—**discharger.**
If her dress unhooks—**connecter.**
If she eats too much—**reducer.**
If she is wrong—**rectifier.**
If she is too cold—**heater.**
If she gossips too much—**regulator.**
If she fumes and sputters—**insulator.**
If she becomes upset—**reverser.**

That Car of Yours

A Few One Minute Friendly Chats About Cars and Driving in General

Be Careful of This

He had taken precautions to put the gears in reverse when leaving the machine standing headed downward on the steep hill. When he went to start the car he pursued his custom of throwing out the clutch, allowing the car to coast, letting in the clutch and switching on the ignition. But this time he forgot to shift over to second or high. When he let in the clutch with the gears in reverse and the car going forward naturally the engine had to go backward. A spark occurred at the wrong time. There was a true backfire through the intake and carburetor. They used a picture of the wreck to help the local agent to sell more fire insurance.

When You Tinker

A box full of parts that have been taken from the car during a homemade repair job is evidence of lack of system. If the parts are to be put to one side they should be put in different boxes and labeled, but frequently it is easier and safer to replace as many of the parts as possible while performing the main part of the work. For instance, when you have removed the cylinder head why not set the bolts or studs back into their respective holes? In this way they'll not get lost or mutilated. In this case, as in many others, there is a double purpose to the plan. Plugging the holes with the studs prevents carbon from falling into them during the cleaning process.

Did You Know—

That the varying prices on paint jobs are proportional to the quality of the work? There is very little to be gained by shopping around for better prices. There are shops to do the work for $40 and others to do it for $200. It's just a question of whether you want a $40 job or the best.

That a little alcohol in the water used for cleaning the windows and windshield of the closed car will produce best results. Do the work out in the open as the smell of alcohol is a bit objectionable.

Parking Pointer

When stopping close to or directly in front of a fire hydrant in order to discharge passengers don't leave the driver's seat When the driver is at the wheel the stopping of the car is not necessarily parking, and this point relieves the driver of the possibility of arrest. If he steps out of the car he may be accused of parking in front of the hydrant. It's just a case of playing safe, and using the open space at a hydrant to discharge or take on passengers.

While You're At It

If the radiator is being repaired, and if the repairer has not already done so, it is a good plan to turn it upside down and run water through it by attaching a hose to the lower outlet. This washes its inside in reverse direction, thus chipping off more of the scale and resulting in a better job.

This Really Happened

Somewhere along the street car line the motorman had been given instructions not to make any stops until he reached a certain street. He was behind time, and this was the only way to make it up. All went well for several blocks until he reached an intersection where folks were waiting for a car. All of them stepped from the curb, fully expecting to be accomodated. At the same time a motorist approaching from the right assumed that the street car would stop, and so proceeded to cross in front of it. Well, the street car stopped. But if you had been riding in it the impression would have been that it was stopping to discharge passengers through the front windows. A very serious smashup was just barely avoided. But a very important lesson was learned by all. Particularly the driver of the automobile. He now has a little motto pasted on his windshield which reads, "You never can tell."

Traffic Trick

In lesser congested districts where the crossings are supervised by traffic officers chiefly for the purpose of protecting school children the motorist has to be on his guard for sudden command to stop. In these instances the officer is likely to give more attention to pedestrians than to traffic, with the result that he will often give cars an order to stop when such unforwarned stopping is most difficult.

Half and Half

When the streets are only partially wet, as when they are in process of drying with about half the driving section slippery, better test the brakes to find whether one adjustment is "off" enough to lock one wheel sooner than the other. If there is a variation in the brake adjustments see that the wheel doing the locking keeps on dry paving as much as possible. Just a little anti-skid idea, but it all helps. Just because the streets are drying is no reason to conclude that skidding danger has passed.

Safety First!

Safety inspection of the car does not end with testing out the brakes and greasing the steering gear. It has to do with every part of the car including the battery, the carburetor and the electric wiring. A dead battery would prevent you from going into low gear and using the starter-motor to pull the car off the tracks should the engine stall on a grade crossing. An unreliable carburetor, or one adjusted for too lean a mixture, would fail you when sudden acceleration was essential. Neglected wiring carries the possibility of having fuse blow out some night when you are hitting it up along the highway, leaving you in total darkness.

On the Winning Side

Aside from being a source of satisfaction a clean, well-cared for car is also an excellent argument in its owner's favor when he has been so unfortunate as to have been involved in an accident. It is like being about to hand out your card showing that you are some high mogul locally. When witnesses and the police view the wreckage of two conflicting automobiles it is natural for them to assume that the mud-splashed, rusty, rattling one was in some way or other the cause of the trouble. The owner of the well-cared-for car always gets the benefit of the doubt.

Treat 'Em Rough

When the brakes do not seem to hold well the natural tendency for the driver is to use them sparingly in the belief that if they are used gingerly they will be more likely to last the day out. This coddling, however, simply aggravates the trouble. What the brakes need is a little roughing up. If they are thrown into action a few times the driver will be surprised to see how much better they will hold as he continues driving throughout the day.

The Radiator—

The motometer will register a little higher on a warm day when the radiator is full. Don't be alarmed. After the excess water starts splashing out through the overflow pipe the normal level will be again reached and the motometer will register as you are accustomed to seeing it.

Remember that after the cooling system has boiled over there is less water in the radiator, and that even if the causes of the over-heating are removed there may still be a new cause for over-heating in the lessened amount of water.

To Help Things Along

Drive close to the right hand curb or close to any line of vehicles parked on your right. This will often allow two lines of moving traffic in the same direction and double the capacity of the street.

Where the Editor Parks

The Carolina Motorist is the Official Organ of the Carolina Motor Club, With General Offices in Greensboro, N. C., and C. W. Roberts is Editor and Manager

Vol. II. No. 8
June, 1924

Two Dollars the Year
Twenty-five Cents the Copy

144,000 doctors use automobiles in the exercise of their profession.

A big reason why people buy motor cars—the 1913 automobile dollar is worth 111 cents today.

Better prepare for another year or so—the paving bond issue didn't carry. Order your shock-absorbers early.

The states which have the highest percentage of owned homes to population also lead in the number of cars per 1000 population.

The motor car has become an indispensable instrument in our political, social and industrial life.—Warren G. Harding in his first message to Congress.

More publicity should be given to Roger Babson's statement that the depreciation on the cheapest car amounts to 36 cents per day, whether idle or running. It might show some of these folks who think they save money by housing the car all week that the real value of the car is in using it. It is a significant fact that the people who use their cars most pay less for transportation in the long run.

"If you can't stop your car in 65 feet on a smooth, level, dry, hard road when traveling at 20 miles an hour, something must be wrong with your brakes or with your head," says W. S. James of the U. S. Bureau of Standards.

Mr. James says that it takes from 4-10 to 5-10 of a second for the average driver to apply the brakes after he notes the danger, and that in this length of time a car traveling 20 miles an hour will move from 12 to 15 feet, before any action is taken that will have an effect upon the progress of the car.

Motor transportation is a tremendous force in the building of modern America. Motor cars and trucks carry more people than the railroads and vast quantities of freight.

Motor transportation is making hamlets into villages, towns into cities. It is bringng buyers to markets, markets to the buyers. It has abolished the city man's imprisonment, the country man's isolation. It has all but annihilated time and distance in the movement of persons and commodities.

One of the country's greatest industries has been developed to serve motor transportation, supplying the man power and the materials which it requires. Building or selling a car or truck or an article of equipment, or performing a maintenance task is serving motor transportation, and serving motor transportation is serving the nation's progress.

The automotive industry is a useful industry and the automotive man is a useful citizen.—Motor World.

Wear a large hat instead of a cap. A hat protects your ears as you go through the windshield.—*Tom Sims Newspaper.*

The old-fashioned boy who used to take corn to mill on horse-back has a great-grandson now who drives an automobile while full of it,—*Detroit Motor News.*

Too many drivers, seeking to arrive on the opposite side of the railroad right-of-way, get only as far as up to and including.—*Detroit Motor News.*

The sweetest music your Secretary can listen to is the rustle of your checks falling on the floor when he opens his mail. How about playing him a little tune?

"Yes, granddad," said the fresh young grandson, "I know you pioneers endured hardships. But, listen! Until you have changed a tire in a blizzard you don't know what suffering is."—*Detroit Motor News.*

WHERE THE WASTE BASKET SHOULD NOT BE

North Carolina's road construction program is one of the principal progressive items holding the eyes of the Nation today. It has become a general thing to believe North Carolina and good roads synonymous. And it is evident that this "strip of concrete or asphalt, winding like a narrow ribbon" through prosperous farm lands to the portals of our cities is reflecting such prosperity. We should regard the progress of roads in North Carolina with satisfaction.

Since North Carolinians own the roads, pride should also be a dominant feature. And this pride is manifest through a jealous consciousness of this fact. Yet, we should all go a' gunning for the bird who so far puts this pride behind him as to cart a truck load of tin cans and rubbish up to a convenient hole on a costly concrete road dumps it. The same man would not put thirty thousand dollars into a building and throw his refuse out the front door; but he will do the trick with a mile of perfect highway costing more than that amount.

Some gentle person must eventually, in every town feel it his duty to mention this in terms not uncertain. It might work. Try it.

A MESSAGE TO THE PAN-AMERICANS

Regardless of what Irvin Cobb says, we of North Carolina are not unsophisticated nor unconscious of our record in Road Building—or of our progressive industry. Yet we believe you understand when you see so many North Carolinian's put on the loud pedal that it comes from a sincere feeling that Carolina energy in producing results and will therefore be kindly inclined toward a

State which has reared such a brood of confident workers.

And in North Carolina you will find that credit is placed where credit is due. Those who are directing the destinies of our roads are on the job and are satisfied in the deep consciousness that a big job is being done in a truly big way. Not one of those engaged in this progressive work are in the business for the monetary return—indeed, to hint such a thing would be to render insult to any North Carolinian. The bankers and big business men who are directing the work of road building in this state are engaged in that pursuit simply from a keen conviction that their efforts are appreciated and the work is needed.

In the work of these men, we are positive, lies the fact that every dollar spent has brought a dollar's worth of return—and with profit. The roads of North Carolina are being builded in fact—and not in fancy, or on draftsman's paper.

THIS THING CALLED AN ORDINANCE

Law means safety to life, property and the privilege to puruse happiness. Some catch happiness and choke the very life out of it; others see it in the distance and are content; many are just pursuing. In the protection of life and property we have speed laws, many millions of them. And they function properly so long as they do not conflict with each other. There lies the remains of the contention.

The State gives the Town the permission to be a town by legislative act. The Town comes along and says: "I am the Town. I am all powerful. I wish to make my own laws." And the State gives the Town permission to do this, too. But the Town, confident of its own imporance, decided that the State is incompetent and makes new laws to supplant those of the State. And then the Town tells the Police that motorists can't make over miles in the Business section. And the Police arrest and fine the Motorist who is consoled by some one who says: "They can't do that!" And the Motorist says: "They have already done it!"

HOW'S YOUR HOSPITALITY TODAY?

That motor car owner who is upstanding in his community; who has the interests of his state at heart; who feels deeply that intangible big thing called pride of country, is hypocritical unless he is doing his bit toward making things easier for the brother motorist who enters into the realm of the Carolinas. And to do this, he has a great many obligations—all of them small. A ready smile and a good word with an offer of services should the touring stranger be in trouble should not be uncommon on the roads of the Carolinas. Be it a tin-can tent or a traveling suburban bungalow, it is a real, definite service if you can tell him where the next town may be found or where a farmer resides who will sell eggs or gas.

The incidental secondary service is a material first in this program of duty—or hospitality. And since you are not in position to give him anything but a bum steer on road conditions in or about Podunk, Maine or Kalamazoo, Michigan, you should help finance an organization which can.

Your agent in this matter, whether you will have it or not, is the Carolina Motor Club. Supplementing your efforts to make the tourist feel at home, is this broad and far-reaching machine which dispenses maps, guides, information and—in each office, a ready smile and cordial welcome to the Carolinas. To place your membership with the club will be an evidence of your desire to carry out the permanent tradition of the South—hospitality and courtesy. It is a matter for you to think over.

THE OLD BUNCO GAME AND THE NEW

Time was when the medicine fakir, with two coons and a dummy would entertain the town with funny stories and an exhibition of the marvellous results obtained by using his particular brand of—hair tonic or soap. A slick fakir could get away with four or five hundred dollars without any trouble, leaving a host of satisfied customers willing to write testimonals, behind him. He would sing a few songs, wash his hands in his soap—then wash all the soap off. He proceeds to demonstrate the remarkable permanent qualities of the soap by saying "A little water, please," and his dutiful and well-posted attendant pours liquid soap instead, providing for the fakir a wonderful lather to hold before the staring eyes of his audience.

The bunco game outlined has gone—but the bunco artist is still here. He will step into an intelligent business man's office and come out with that individual's money—just as cleanly as in the old days when the business man stood and gapped at the soap stunt. Sometimes it is one way—sometimes another. Bunco goes on forever.

Possibly the newest scheme is that of the so-called national automobile clubs. The fakir has his goods, alright, printed and with furbellows. He walks right in and outlines a heavenly scheme for which hotel, garage, service station and accessories dealers fall. This without the slightest attempt to verify the salesman's statements. Such verification is available at the home organization of motorists—that which has been tested and found of true, tangible service—the Carolina Motor Club.

CWR

CAROLINA MOTOR CLUB

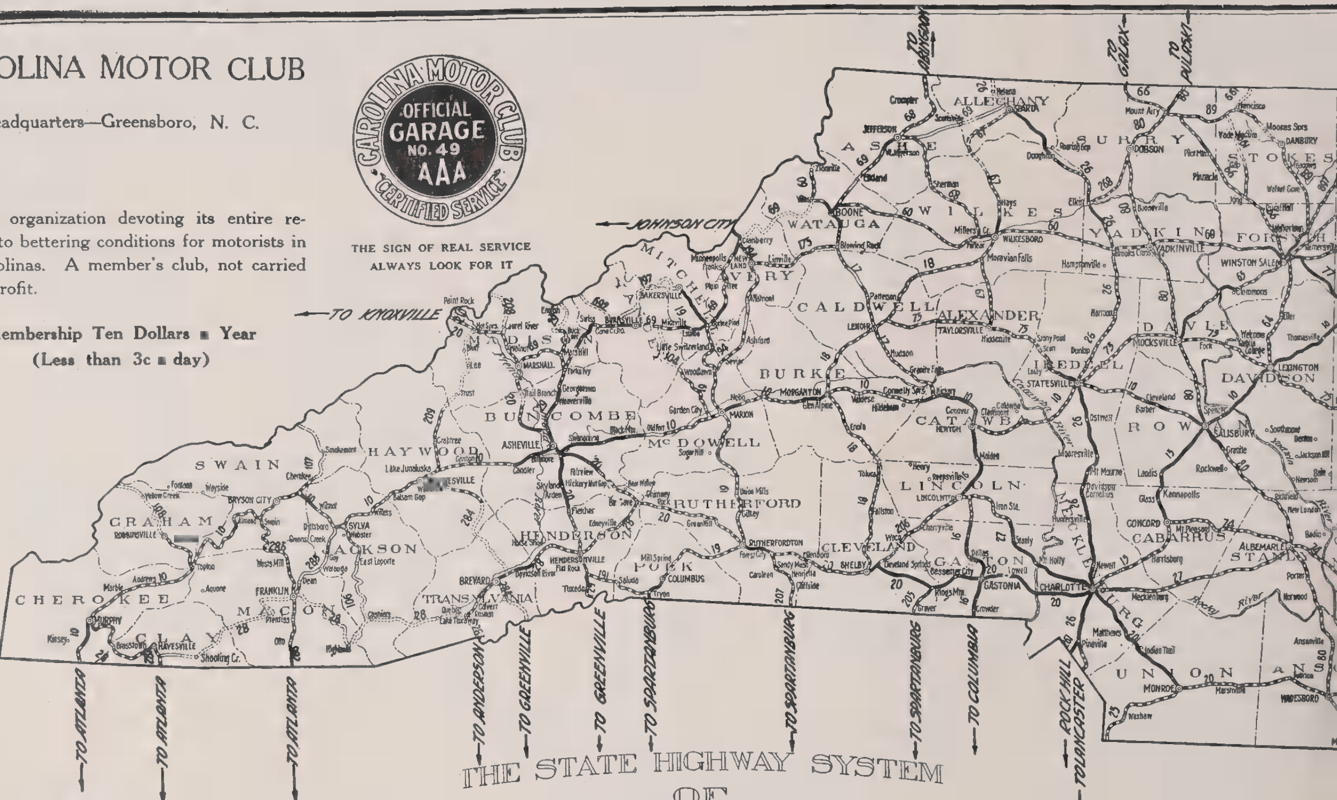
Headquarters—Greensboro, N. C.

business organization devoting its entire resources to bettering conditions for motorists in the Carolinas. A member's club, not carried on for profit.

Membership Ten Dollars a Year
(Less than 3c a day)

CAROLINA MOTOR CLUB OFFICIAL GARAGE NO. 49 AAA CERTIFIED SERVICE

THE SIGN OF REAL SERVICE
ALWAYS LOOK FOR IT



THE STATE HIGHWAY SYSTEM OF NORTH CAROLINA

Carolina Motor Club now has more than 2000 members in over 200 Carolina towns and over 135 Official Free Emergency Service Stations and Garages. Over 32 approved Hotels and Cafes.

Write for Information

Headquarters
Greensboro, N. C.

Branch Office
Charlotte, N. C.

Carolina Motor Club Membership Provides

1. Emergency Road Service
2. Membership bond card
3. $50 reward if car is stolen
4. Membership in A. A. A.
5. Attractive Radiator Emblem
6. Free Road Maps
7. Limited Legal Assistance
8. Carolina Motorist
9. The club has road survey car compiling mileage tables of all highways
10. Working to make road safe
11. Legislative work
12. Advertising to attract the outside tourist

CAROLINA MOTOR CLUB AAA 1936 THIEVES WILL BE PROSECUTED

MARK OF AUTOCHARACTER

OCTOBER 1st 1923

NORTH CAROLINA DETOUR REPORT
May, 1924

ROUTE NO. 10

BETWEEN COUNTY WHARF IN THE CITY OF BEAUFORT AND CITY LIMITS OF BEAUFORT—Eastbound traffic turn to the right as directed by large stand sign at the town gate along Mulberry Street two blocks to Pollock Street; thence to the left on Pollock Street two blocks to Cedar Street; thence to right at Cedar Street two blocks to Craven Street, thence to left on Craven Street one block to Railroad Street; thence to right on Railroad Street one block to Turner Street; thence to left down Turner Street to County Wharf.

Westbound traffic follow the reverse of the above.

NEW BERN-KINSTON—Westbound traffic turn to the left as directed by large sign at End Street in New Bern, following Route No. 30 to Deep Gulley; thence to the right following large stand signs marked Route No. 303 and Route No. 10 to Kinston, entering Route No. 10 at Queen Street in the city of Kinston.

Eastbound traffic detour out of Kinston as directed by large signs, following reverse of the above.

SALISBURY-STATESVILLE—Westbound traffic from Salisbury turn left from West Ennis Street at Ellis Street for three blocks; turning right at sign for four blocks on Horah Street, thence right at detour sign to railroad crossing. After crossing, turn left one block by lumber plant two blocks then one block right to Mocksville road. Proceed to Mocksville by Route No. 80; Mocksville to Statesville, Route No. 75.

Eastbound traffic follow reverse of above.

GLEN ALPINE-BRIDGEWATER—Westbound traffic turn to left 1.72 miles from Glen Alpine at barricade marked, "Detour," thence in a southeasterly direction along detour (crossing new graded highway), for a distance of 600 feet to intersection of old highway, thence along old undisturbed highway 5.7 miles to Bridgewater.

Eastbound traffic follow reverse of above.

OLD FORT-RIDGECREST—Eastbound traffic turn to right 0.60 mile from Buncombe County line (sign marked "Detour"), thence along new graded roadway 0.5 mile to connection of old highway; thence to Old Fort on undisturbed highway. Lights maintained by Contractor at night.

CANTON-WAYNESVILLE—Westbound traffic turn left at detour sign in city of Canton and follow paved road to Woodrow. Turn right at end of concrete paving, cross Pigeon River on steel bridge, and follow gravel road No. 286 to Waynesville.

Eastbound traffic follow reverse of above.

BRYSON CITY-MURPHY—Leave Route 10 at Swain; thence over Route 286 to Franklin; thence over old Route 28, which is very rough, to Andrews; thence along Route 10 to Murphy.

Traffic from Murphy to Bryson City follow reverse directions.

MURPHY-GEORGIA LINE—Short detours, plainly marked, and in good condition.

ROUTE NO. 11

PINK HILL-KENANSVILLE—Southbound traffic turn to the left at large stand sign about four miles south of Pink Hill, follow signs, entering Route No. 301 just east of Weaver's Bridge; turn to the right as directed by large stand signs, following Route No. 301 to Kenansville.

Northbound traffic turn to the left at large stand sign just east of Weaver's Bridge, following the reverse of the above.

ROUTE NO. 13

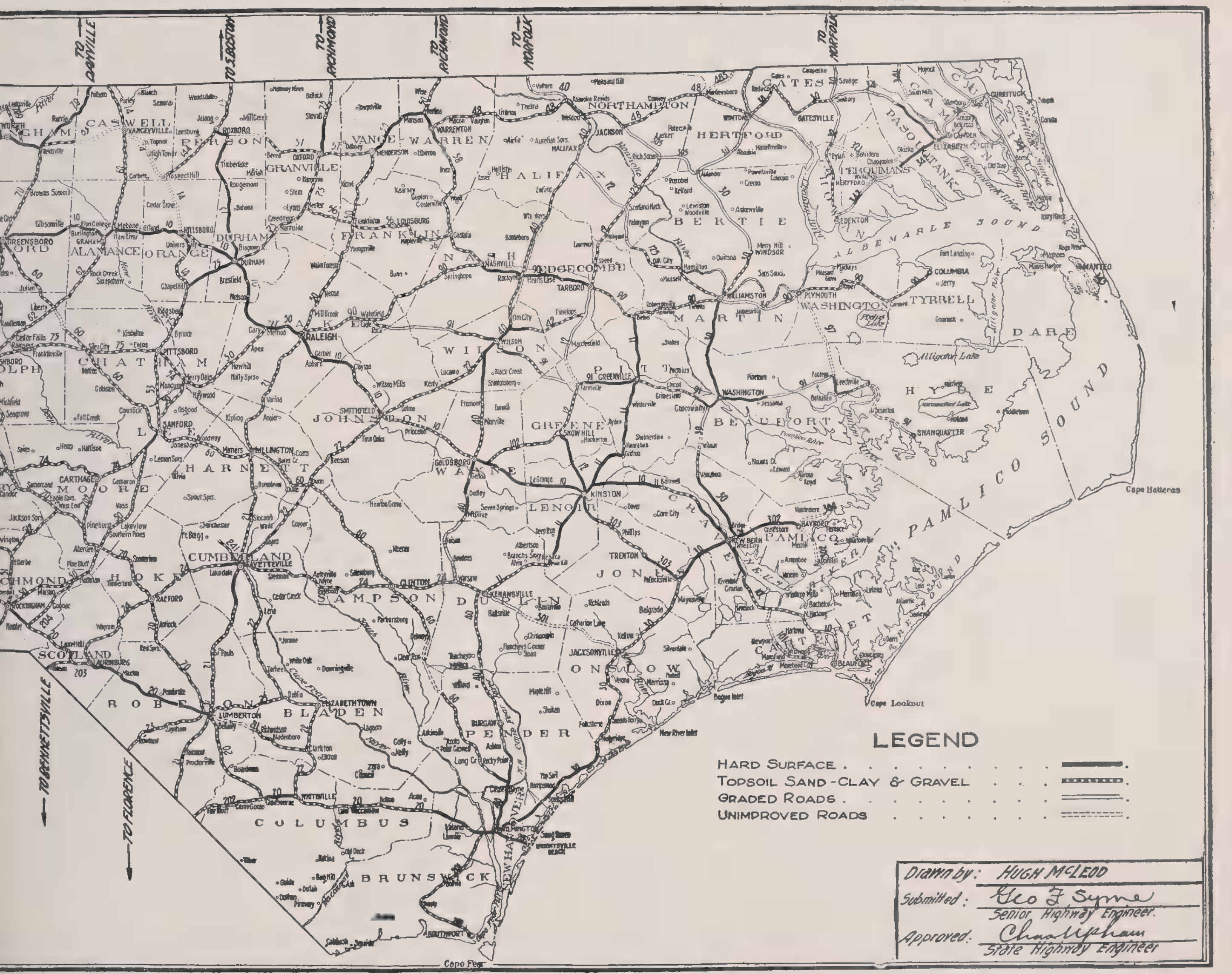
BETWEEN ROXBORO AND DURHAM—Southbound traffic turn to left at detour sign at Helena Crossroads 8.5 miles from Courthouse in Roxboro and follow detour by way of Helena to the present road 2.3 miles north of Durham-Person County line. Turn to the left and follow Route No. 13.

Northbound traffic turn to right at detour sign 2.3 miles north of Durham-Person County line and follow reverse directions.

ROUTE NO. 15

GLASS-CONCORD—Southbound traffic turn left at Cook's Crossing, large detour sign, cross railroad, follow old Concord-Salisbury road one-half mile, enter new road at large detour sign.

Northbound traffic turn to the right at large detour sign two miles north of Concord and follow reverse of the above directions.



MAIDEN—Short detour.

ROUTE NO. 16

LINCOLNTON-NEWTON—Follow Route No. 16 from Newton approximately one mile to local detour around bridge; thence follow newly constructed road on Route No. 16 for approximately 3.5 miles to another local detour around bridge; thence follow Route No. 16 to Lincolnton.

Northbound traffic leave Lincolnton on East Main Street, continuing approximately two miles to Goodsonville, turn left approximately .25 miles, take left hand road for approximately 5.0 miles; turn left here and follow reverse of the above directions.

ROUTE NO. 19

ROAD BETWEEN WOODLAWN AND LITTLE SWITZERLAND is closed to traffic, except at 7:00 A. M., 12:00 Noon, and 6:00 P. M.

ROUTE NO. 20

WILMINGTON-WHITEVILLE—Westbound traffic cross railroad tracks at Leland and follow Route No. 20 to Freeman, turning to right and passing over county highway for 1.75 miles; thence left to Wananish. This detour is plainly marked.

LAURINBURG-HAMLET—Traffic follow old road, Route No. 20, which is under construction, but in fair condition. Caution is given to look out for construction forces the entire length of the road. Route No. 20 road into Laurinburg or turn south at detour sign and follow reverse of above.

SHELBY-KINGS MOUNTAIN—Eastbound traffic turn sharp to right at stand sign intersection of Warren and Marion Streets in Shelby, following hard-surfaced road to Cleveland Springs Hotel, here turn to left following topsoil road as directed by signs, via Stony Point and Champion's Store, entering Route 20, interesction of Piedmont and King Streets in Kings Mountain.

Westbound traffic turn sharp to right at stand sign intersection of King and Piedmont Streets in Kings Mountain and follow reverse of above.

BAT CAVE-ASHEVILLE—Westbound traffic follow Route No. 28 from Bat Cave to Hendersonville, thence to Asheville on Route No. 29. Eastbound traffic follow reverse directions.

ROUTE NO. 24

FAYETTEVILLE-RAEFORD—Beginning at top of Haymount Hill, in Fayetteville, at brick store, take Morganton road for a distance of about three miles, where it enters the Chicken Road, thence along this road for about seven miles to where it turns sharply to the left and extends two and a half miles to Raeford road. This detour is well-marked.

ROUTE NO. 27

CHARLOTTE-ALBEMARLE—Through traffic from Charlotte to Albemarle go by way of Concord over Route 15 from Charlotte to Concord and Route 74 from Concord to Albemarle. Traffic from Albemarle to Charlotte follow reverse of above.

Local traffic follow Route No. 27, which is continuous detour from end of hard surface road 6 miles east of Charlotte to Albemarle.

BETWEEN CHARLOTTE AND LINCOLNTON—Northbound traffic turn left at Alexis and follow detour signs four and one half miles to Route No. 16, turn right and follow Route No. 16 eight miles to Lincolnton.

Southbound traffic follow reverse of above.

ROUTE NO. 32

EDENTON-HANCOCK: Via Paradise—Leaving Edenton turn to right at large detour sign just across railroad; follow railroad one-half mile and turn to left; follow signs to Hancock; turn to right and strike Route No. 32.

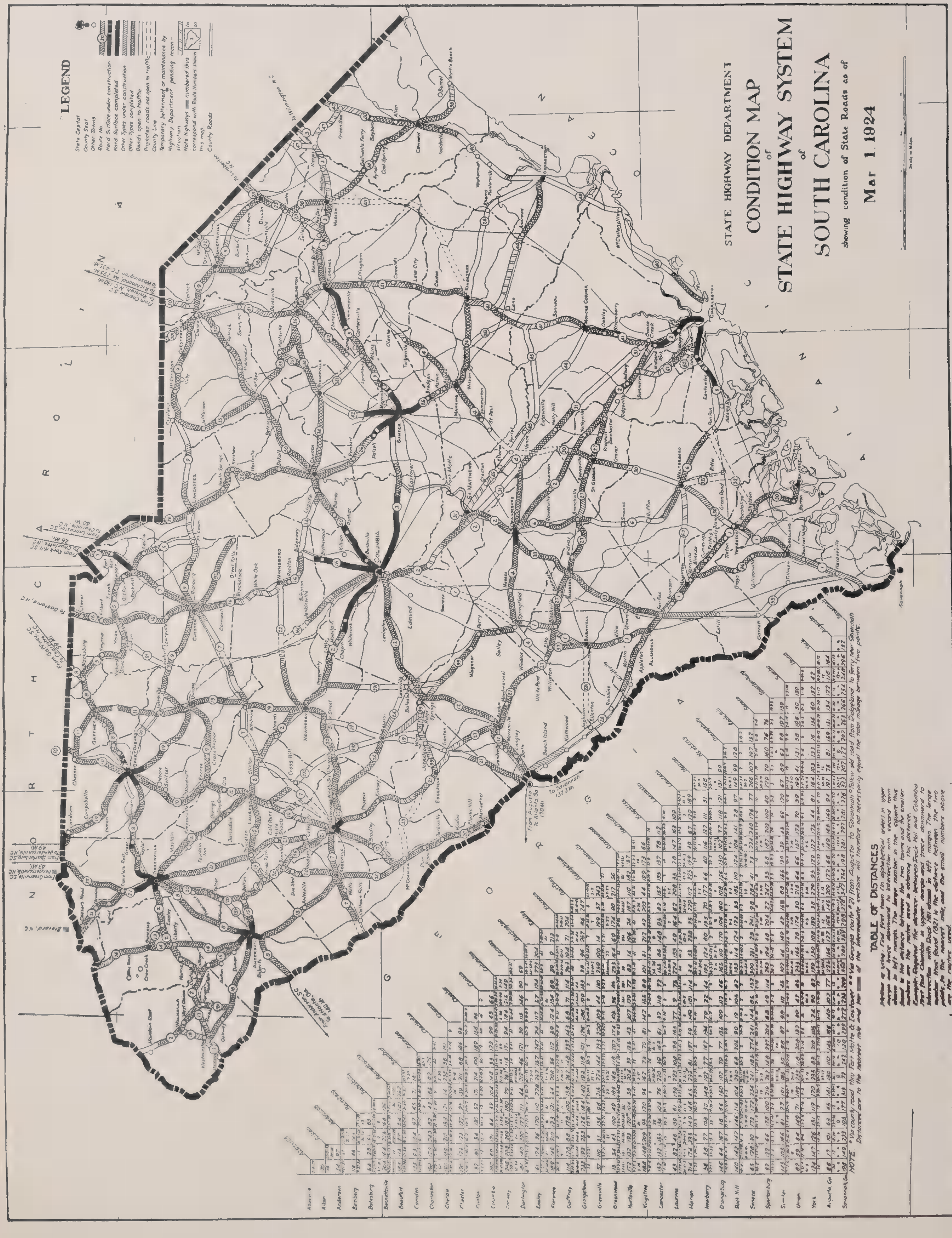
Going to Edenton, turn to left at large detour sign at Hancock curve, follow signs to railroad, turn right and follow railroad to pavement on Main Street, Edenton.

ROUTE NO. 40

ENFIELD-HALIFAX—Northbound traffic turns to right at forks of the road two miles north of Enfield and follows detour via Crowell's crossroads to Halifax.

Southbound traffic takes the left-hand road three and one-half miles south of Halifax and follows detour signs via Crowell's crossroads to Enfield.

(Continued on Page 16)


STATE HIGHWAY DEPARTMENT
CONDITION MAP
of
STATE HIGHWAY SYSTEM
of
SOUTH CAROLINA
showing condition of State Roads as of
Mar 1 1924
LEGEND
State Capital
County Seat
Other Towns
Route No.
Hard Surface under construction
Hard Surface completed
Other Types under construction
Other Types completed
Roads open to traffic
Projected roads not open to traffic
County Line
Temporary betterment or maintenance by Highway Department pending reconstruction
Note Highways numbered thus correspond with Route Numbers shown this map
County Roads
TABLE OF DISTANCES
COLUMBIA
Savannah

Complaints and Suggestions

(Members are urged to fill in this form to report any conditions that need attention at any point in Carolinas. The complaint will be immediately taken up and you advised of the results. If you do not wish your name used please so state. No complaints unless signed will be given attention.)

To C. W. Roberts, Vice-President
Carolina Motor Club, Inc.

Greensboro, N. C.

1. *Bushes Needing Trimming or Cutting*:

They are in the Town of____________________________________

They are located on the road from____________________to____________________

Are they on private property?____________Who owns the property?__________________

Are they on the highway ____________Give as clear directions as you can of where the bushes are.

____

____

2. *School Signs*:

School is located on____________________________Street or road in the Town of________

____

3. *Roads Needing Attention*:

The road from________________________________to____________________

State condition of road. What is the matter with it?____________________________

Is it a State Highway?________________Is it a Town Road?____________________

____

____

4. *Dangerous Holes in Road*:

On the road from______________________________to____________________

Give location of hole in road____

____

____

5. *Direction Signs*:

A direction sign is needed at the following place____________________________

____

____

The above is on the route from________________________to____________________

6. *Traffic Suggestions or Complaints*:

____

____

7. *Miscellaneous not Covered by the above*:

____

____

Name of Member______________________________

Sign name in full.

Street and No.____________________________Town or City of____________________

NORTH CAROLINA DETOUR REPORT

(Continued from Page 13)

WILSON-FREMONT—Southbound traffic turn to right as directed by large stand sign at Wiggin's Mill: follow Route No. 22 to large stand sign at a point on Route No. 22; turn to the left as directed by large stand sign; follow signs, entering Route No. 40 at Black Creek Crossroads.

Northbound traffic turn to the left as directed by large stand sign at Black Creek Crossroads, following the reverse of the above.

BETWEEN KENANSVILLE AND THE PENDER COUNTY LINE—Southbound traffic, eight miles south of Kenansville turn to the right as directed by large stand sign, follow signs to Big Rock Fish Creek.

Northbound traffic turn to the left as directed by large stand sign just west of Big Rock Fish Creek, following reverse of the above.

WILMINGTON-BURGAW—Northbound traffic follow Route No. 40 to intersection with Route No. 60; follow Route No. 60 to Rocky Point; turn left and follow road two miles to Burgaw road; turn right and follow road into Burgaw. Detour plainly marked.

ROUTE NO. 50

NORLINA-WISE—Northbound traffic take county road from Norlina to Warren Plains; thence over the county road to Wise. Detour in good condition and properly marked.

WAKE FOREST-RALEIGH—Southbound traffic turn left on entering Wake Forest and follow detour by Rolesville. Straight road with no turns to Circle Filling Station near Raleigh, here turn left into asphalt road leading into Raleigh.

Northbound traffic follow reverse route.

ROUTE NO. 57

HENDERSON-OXFORD—Southbound traffic from Henderson follow Route No. 57 to end of Garnett Street, turn to right and follow detour signs seven miles, then Route No. 57 to Oxford. Northbound traffic reverse direction and follow signs to Henderson.

ROUTE NO. 60

LILLINGTON-DUKE—Eastbound traffic turn to left at large detour sign one mile north of Lillington and follow detour for about five and one-half miles until it joins Route No. 60 three miles west of Coats.

Westbound traffic keep straight road at large detour sign three miles west of Coats and follow reverse route.

BETWEEN WINSTON-SALEM AND YADKINVILLE—Westbound traffic follow Route No. 65 west out of Winston-Salem twelve miles, turn right follow soil road ten miles via Farmington to Route No. 80, turn sharp right and follow Route No. 80 north nine miles to Yadkinville.

Eastbound traffic, turn right in Yadkinville, follow Route No. 80 south nine miles and follow reverse route of above.

ROUTES NOS. 65 AND 709

WINSTON-SALEM - MOCKSVILLE—Traffic from Winston-Salem take right-hand road at large detour sign one mile after crossing Yadkin River, follow soil road for five miles to Farmington; turn sharp left, follow soil road five miles coming back into main road at end of concrete pavement four miles from Mocksville.

Traffic from Mocksville follow reverse route.

REIDSVILLE-LEAKSVILLE—Northwest traffic detour as directed by signs at the north limits of Reidsville over county road to Leaksville.

Southeast traffic from Leaksville detour to the left at large stand sign on the south of covered bridge at Leaksville and follow reverse of above.

Traffic to Wentworth using Route No. 65, as usual.

ROUTE NO. 66

PILOT MOUNTAIN-MT. AIRY—Northbound traffic turn right at north end of concrete road through Pilot Mountain; follow soil road to Westfield; thence over Route No. 89 to Mt. Airy.

Southbound traffic follow reverse route.

ROUTE NO. 68

BETWEEN NORTH WILKESBORO AND JEFFERSON—Traffic from North Wilkesboro turn left at large detour sign five miles from Jefferson; follow detour as marked to and through West Jefferson.

Traffic from Jefferson will detour via West Jefferson. This detour has steep grades and gets bad in wet weather.

ROUTE NO. 70

REIDSVILLE-GREENSBORO—Southbound traffic take right-hand road at large sign at south corporate limits of Reidsville and follow signs via Monroeton to Brown Summit; thence over Route No. 70 to Greensboro.

Northbound traffic follow reverse of above, leaving Route No. 70 at large sign in Brown Summit.

RANDLEMAN-ASHEBORO—Southbound traffic detour to the left at large stand sign at southern limits of Randleman, over gravel topsoil road into Asheboro, as directed by sign. In Asheboro northbound traffic follow Route No. 70 to a point approximately two and one-half miles north of Asheboro; thence to the right, over Route 62 to Central Falls. Turn sharp to left at stand sign, following county road into Randleman.

ROUTE NO. 75

STATESVILLE-TAYLORSVILLE—Traffic from Statesville to Taylorsville will follow old road, Route 75, to Stony Point, turning left, crossing railroad, thence turn right and continue along new road, Route 75, to Taylorsville.

Traffic from Taylorsville to Statesville follow the reverse of above.

ROUTE NO. 77

HIGH POINT-ASHEBORO—Southbound traffic follow Route No. 77 to Hinshaw Forks, thence sharp to left as directed by signs to southern edge of Randleman; turn sharp to right at large detour sign, and follow same as directed by signs in Asheboro. Northbound traffic detour out of Asheboro as directed by large stand sign, following reverse of above.

ROUTE NO. 89

WINSTON-SALEM-WALKERTOWN—Traffic from Winston-Salem will follow Route No. 65 north nine miles; turn sharp left, follow soil road one mile to Walkertown.

ROUTE NO. 90

TARBORO-BETHEL—Eastbound traffic turn to left at large detour sign at east end of Tar River bridge,, and follow detour signs to Bethel and the concrete roads to Robersonville and Greenville.

Westbound traffic turn north at large detour sign in Bethel, crossing railroad and following signs to Tarboro, coming back on Route No. 90 at east end of Tar River bridge.

ROBERSONVILLE-WILLIAMSTON—Eastbound traffic turn left at large detour sign on Main Street, Robersonville, and follow signs through town of Gold Point to Route No. 125, thence into Williamston on Route No. 125.

Westbound traffic turn right at large detour sign on Main Street, Williamston, and follow reverse of above.

ROUTE NO. 91

WILSON-FARMVILLE—Eastbound traffic turn to the right at Nash Street in the city of Wilson as directed by large stand sign; follow signs into the city of Farmville. Westbound traffic turn to the left in the city of Farmville at large stand sign, following the reverse of above.

GREENVILLE-WASHINGTON—Westbound traffic leave Washington on Williamston road: turn to left at large detour sign about half a mile north of Washington and follow detour signs via Pactolus to Greenville.

ROUTE NO. 207

BETWEEN FOREST CITY AND SOUTH CAROLINA LINE—Southbound traffic will follow Route No. 207 to top of hill on Main Street in Cliffside (detour sign), turn left on block, turn right. Follow this street to intersection with Route No. 207 in front of Cliffside Mills Store.

Northbound traffic will follow Route No. 207 past garage at Cliffside (detour sign), turn right and follow this street three blocks and turn left on block back into Route No. 207.

ROUTE NO. 285

DILLSBORO-FRANKLIN—At Dillsboro follow old county road to wooden bridge over Tuckaseigee River; cross river and follow newly graded road to foot of mountain near Gay. From Gay to top of Cowee Gap follow old road, thence to Franklin via well-marked county road.

ROUTE NO. 286

FRANKLIN-GEORGIA STATE LINE—Follow new graded road.

ROUTE NO. 342

EDENTON-HERTFORD—Eastbound traffic leave Edenton via Virginia Road to Small's Crossroads, and follow detour signs to Hertford.

Westbound traffic leave Hertford via Center Hill road; follow detour signs to Small's Crossroads; thence along the Virginia road to Edenton.

HERTFORD-ELIZABETH CITY—Eastbound traffic leave Hertford via New Hope road; follow this road five miles to large detour sign; turn to left and follow signs back to main road; thence over main road to two miles east of Woodville to large detour sign; turn to right and follow detour signs to Elizabeth City.

Westbound traffic leave Elizabeth City on main road; turn to left at large detour sign two miles west of Elizabeth City; follow detour signs back to main road; thence over main road to detour sign, 1.5 mile west of Woodville, and follow signs to Hertford.

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ROAD CONDITION REPORT ISSUED BY THE SOUTH CAROLINA HIGHWAY DEPARTMENT FOR WEEK ENDING APRIL 19, 1924

Note:—The following report is based on information received Thursday, April 17th, and does not take into consideration any rains that might occur after that day.

GENERAL CONDITION:—Fair to good in southeastern section. Good in Northwestern section.

Route No. 2.—Charleston-Summerville-Orangeburg-St. Matthews-Columbia-Newberry-Greenville-Easley - Seneca - Wallhalla - Georgia line. Charleston to 16 mile post paved, thence to Summerville to Orangeburg County line fair. Orangeburg County line to Columbia fair to good. Short detour near Dixiana in fair condition and well-marked. Coumbia to Newberry road paved 18 miles thence to Greenville good throughout. Greenville to Easley to Calhoun to Walhalla good. Walhalla to Mountain Rest fair. For Hendersonville and Asheville take Routes Nos. 21 and 29 from Greenville or Route No. 19 from Newberry by way of Union and Spartanburg. Route No. 2 is now being resurfaced between Liberty and Easley.

Route No. 8.—National Highway: Grover-Blacksburg-Gaffney-Spartanburg-Greenville-Anderson-Alfords Bridge. Good throughout, short detour between Spartanburg and Cowpens due to hard-surfacing, good. Toll bridge over Savannah River. Scarifying between Anderson and Savannah River.

Route No. 12.—Jefferson Davis Highway: Augusta-Aiken-Batesburg-Lexington and Columbia fair to good throughout.

Routes No. 7 and 16.—Charlotte-Rock Hill-Chester-Winnsboro-Ridgeway and to Columbia. Charlotte to Fort Mill under construction. Traffic advised to go by way of York road from Charlotte and turn to left about three miles from Buster Boyd bridge over Catawba River coming into Route No. 7 at Fort Mill. Fort Mill to Rock Hill excellent. To Chester to Blackstock to Winnsboro to Ridgeway fair to good. Short stretch in town of Ridgeway rough. Ridgeway to Columbia paved except three miles south of Ridgeway which is a bit rough.

Route No. 19.—Appalachian Highway: Newberry-Whitmire-Union-Glenn Springs-Spartanburg-Landrum and to Saluda, Hendersonville and Asheville in North Carolina good throughout, detour around street construction in Union (detour rough.)

Routes Nos. 29 and 21.—Dixie Highway: Asheville-Hendersonville-Greenville-Greenwood-Edgefield and Augusta. North Carolina line to Greenville to Princeton good. To Edgefield fair to good. Edgefield to Trenton to Aiken County unimproved but passable. Thence to Augusta fair. Traffic can also go from Trenton via Route No. 27 to Aiken and Route No. 12 to Augusta. Trenton to Aiken good except 3 miles, unimproved but passable. Aiken to Augusta fair.

Routes Nos. 22 and 7.—Newberry-Greenwood-Abbeville-Calhoun Falls. Good throughout, short detours around bridges under construction between Abbeville and Calhoun which are passable. Slightl rough east of Greenwood.

(Continued on Page 21)

Are You a Loyal Booster?

Now is the time to prove it

I BELIEVE that 90 per cent of our members belong to this organization because of the greater things that can be accomplished through co-operation; the other 10 per cent for the direct personal results that can be obtained through membership.

I am very anxious to have all members know that this club, under my management, will endeavor to continue the good work it has been doing, and increase the activities wherever possible. It naturally follows that I must have the co-operation of all members if we are to do bigger and better things.

I know that each and every member has enough personal pride in the Club to want it to prosper, and if possible (and it is possible) to be the largest and best Automobile Club in the United States.

Your Club will grow rapidly and accomplish great results with the full co-operation of the members.

What a wonderful thing it would be if each member would be a loyal booster and send to your manager a new member.

A doubled membership over night, through a few minutes' work by each member. It will take years to accomplish this result if I have to do it myself, but with your assistance undreamed of accomplishments can be immediately attained.

May I count on you to send in at least one new member? I am depending on you to lend your help in this great work.

I will tell you next month how many loyal boosters we have, and I hope you will be numbered among them.

Your General Manager,

C W Roberts

THINGS EVERY CLUB MEMBER SHOULD KNOW

CAROLINA MOTOR CLUB
OFFICIAL GARAGE
NO. 49
AAA
CERTIFIED SERVICE

OFFICIAL GARAGES
CAROLINA MOTOR CLUB

THE FOLLOWING GIVE ROAD SERVICE

(Town, Name, Hours for Service, Phones—Day and Night, in order.)

Asheville—Weaver Motor Co.—8 A. M.-7 P. M.—2211-840-L-3.
Asheville—Cazel Auto Service Co.—12 A. M.-12 P. M.—358-358.
Albermarle—Auten-Wolft Motor Co.—All Hours—126-126.
Asheboro—Highway Service Station—All Hours—142-27.
Bailey—Auto Service Co.—7 A. M.-9 P. M.—10-1-10-2.
Biltmore—Gould Motor Co.—All Hours—1408-W.
Black Creek—Aycock Auto Co.—4003.
Blowing Rock—Service Garage—All Hours.
Brevard—McCrary Motor Co.—6 A. M.-12 P. M.—198.
Bryson City—Sandidge Motor Co.—All Hours—82-2.
Burlington—Midway Auto Co.—7 A. M.-8 P. M.—J-812.
Burlington—C. P. K. Motor Co.—7. A. M.-8 P. M.—825.
Conover—Conover Motor Co.—7 A. M.-8 P. M.—301-J.
Chadbourn—D. R. Connors Garage—7 A. M.-6 P. M.—2 Rings; 3 Rings.
Charlotte—Rust Motor Co.—7:30 A. M.-6 P. M.—218 (Studebaker service only.)
Charlotte—Bradshaw Auto Service Co.—Never Close—1653-1653.
Concord—Cabarrus Motor Co.—6 A. M.-11 P. M.—400-132-L.
Danville, Va.—Automotive Service Co.—7 A. M.-12 P. M.—45-11.
Dillon, S. C.—Anderson & Covington Garage—7 A. M.-12 P. M.—54.
Dunn—Z. V. Snipes Garage—6:30 A. M.-10:00 P. M.—24-168.
Durham—Durham Motor Car Co.—7 A. M.-9 P. M.—410.
Draper, N. C.—Auto Repair Co.—7 A. M.-9 P. M.
Elm City—Braswell Motor Car Co.—All Hours—237.
Enfield—Thos. E. Marshall—7 A. M.-8 P. M.—262-211-J.
Fairmont—Webster Motor Co.—7 A. M.-8 P. M.—39-24-23.
Fallston—Smith's Service Garage—6 A. M.-9 A. M.
Fayetteville—Universal Garage Co.—7:30 A. M.-6:30 P. M.
Fayetteville—Lewis Motor Co.—All Hours—1082. (Dodge service only.)
Fayetteville—J. & N. Motor Co.—7 A. M.-6 P. M.—75-75.
Franklin—Porter Motor Co.—7 A. M.-9 P. M.—45-45.
Franklinville—Franklinville Motor Co.—All Hours—95-95.
Fuquay Springs—H. H. Sessoms Garage—7:30 A. M.-6:30 P. M.
Gastonia—Red Lion Service Co.—7 A. M.-10 P. M.
Gastonia—Craig Chevrolet Co.—7 A. M.-7 P. M.—918-918.
Gastonia—East Airline Filling Station—7 A. M.-9 P. M.—1036.
Gastonia—A. G. Roach—7 A. M.-7 P. M.—591.
Gastonia—Klutz Auto Shop—7 A. M.-6 P. M.—367-J-367-L.
Gastonia—West End Filling Station—6 A. M.-9:30 P. M.—155-M.
Gastonia—Lowell Garage.
Goldsboro—Harris Motor Co.—7 A. M.-10 P. M.—838-482.
Goldsboro—Standard Motor Co.—7 A. M.-6 P. M.—872. Lincoln-Fords only.
Greensboro—Boren & Swaim Service Stations (Gasoline and oil service only.)—7 A. M.—10 P. M.—51.
Greensboro—Guilford Motor Car Co.—7 A. M.-12 P. M. for storage—8 A. M.-6:30 P. M.—166-166. (Franklin and Nash service only.)
Greensboro—Mebane-Rossell-Cress, Inc.—Dodge service only)—7:30 A. M.-6 P. M.—2351-2351.
Greensboro—Thos. C. Hunt, Inc.—8 A. M.-6 P. M.—260-227-J. (Packard service only.)
Greensboro—Winder Oil Co.—6 A. M.-12:30 P. M.—2605-2605.
Greensboro—Armfield Motor Co.—All Hours—1918.
Greensboro—Asheboro Street Garage—6:30 A. M.-10:30 P. M.
Greenville, N. C.—Sugg Motor Co.—7:30 A. M.-9 P. M.—429.
Hamlet—Seaboard Filling Station—7 A. M.-10 P. M.—143.
Hamlet—Auto Inn—6 A. M.-10 P. M.—71W-71W.
Henderson—Landis Motor Co.—7 A. M.-6 P. M.—654.
Hendersonville—R. R. Motor Co.—7 A. M.-12 P. M.—27.
Hickory—Hickory Motor Corporation.—6 A. M.-11 P. M.—405-24.
High Point—White Way Motor Co.—7:30 A. M.-10 P. M.—393.
High Point—Sheraton Garage—All Hours, Close Sunday 9:30-1 P. M.—2485-2485. (Open for Road Service 7 A. M.-6 P. M.)
Hillsboro—Orange Motor Co.—7 A. M.-6:30 P. M.—98-110.
Jamestown—Jamestown Motor Co.—7 A. M.-10 P. M.—5321-5321.
Kannapolis—R. M. Housel Garage—6:30 A. M.-9 P. M.—33-133-150.
Kinston—Kinston Garage, Inc.—6:30 A. M.-10:30 P. M.—414.
Laurel Hill—Pate Overland Co.—7 A. M.-6 P. M.—3911-3905.
Laurenburg—McNair Automotive Co.—7 A. M.-6 P. M.—303.
Lexington—Gray Motor Co.—All Hours—353.
Leaksville, N. C.—Leaksville Motor Co.—7 A. M.-12 P. M.
Lenoir—Merritt Motor Co.—Phone.
Liberty—Smith Motor Co.—7 A. M.-6 P. M.—75.
Lincolnton—Hinson's Garage—7 A. M.-10 P. M.—291-296.
Louisburg—Beck's Garage—7:30 A. M.-11:30 P. M.—311-46.
Lumberton—Townsend Motor Co.—7 A. M.-6 P. M.—196-154.
Madison—Rockingham Auto Co.—7 A. M.-7:30 P. M.—45.
Marshville—Marshville Motor Co.—7 A. M.-9 P. M.—154.
Maxton—Wilbarn Service Co.—7 A. M.-9 P. M.—215.
Mebane—James Warren Motor Co.—9 A. M.-6 P. M.—100-100.
Mebane—Elkins Motor Co.—7 A. M.-6 P. M.—134-91.
Mebane—Mebane Auto Co.—6 A. M.-9 P. M.—97-97.
Monroe—Monroe Motor Co.—7 A. M.-7 P. M.—599
Morehead City—Service Garage—7 A. M.-6 P. M.—1-J-10-J.

OFFICIAL GARAGES
CAROLINA MOTOR CLUB

Morehead City—Morehead City Garage—6 A. M.-6 P. M.—100-122-J.
Morganton—Erwin Bolton Motor Co.—7 A. M.-6 P. M.—112.
Mt. Olive—J. L. Hatchers Garage—7:30 A. M.-10 P. M.—32-133.
Mount Holly—K. & S. Filling Station—All Hours—433-433.
Mt. Airy—General Motor Co.—6 A. M.-6 P M.—42.
McAdenville—McAdenville Garage—7 A. M.-9 P. M.—2402-2402.
Nashville—Wheeless Motor Co.—6 A. M.-10 P. M.—68-96-J.
New Bern—Willis Motor Co.—7 A. M.-8 P. M.—287-794.
Newton, N. C.—City Service Station—7 A. M.-9 P. M.—197-141.
North Wilkesboro—W. W. Call Motor Co.—7 A. M.-6 P. M.—238.
Oxford—Crenshaw Motor Co.—7 A. M.-6 P. M.—1635.
Oxford—Granville Motor Co.—6:45 A. M.-6 P. M.—90-1R.
Pinnacle—Pinnacle Motor Co.—7 A. M.-10 P. M.
Ramseur—Moore Motor Co.—7 A. M.-7 P. M.—116-5.
Randleman—Randleman Motor Co.—7 A. M.-7 P. M.—97-85.
Roanoke Rapids—Joyner Motor Co.—7 A. M.-6 P. M.—226.
Rockingham—Jenkins Buick Garage—7 A. M.-11:15 P. M.—341.
Raleigh—Motor Service Co.—6 A. M.-10 P. M.—777.
Raleigh—Franklin Auto Sales Co.—7:30 A. M.-6 P. M.—715-715. (Franklin service only.)
Reidsville—Square Motor Co.—7 A. M.-6 P. M.—357.
Rock Hill—Oakland Ave. Filling Station—7 A. M.-10 P. M.—331-475-W.
Rock Hill, S. C.—Roddey Reid Federal Co.—All Hours—263-383.
Rocky Mount—Edwards Cutchin Motor Co.—All Hours—362-362.
Roxboro—Crowell Auto Co.—7 A. M.-8 P. M.—77.
Salisbury—Cal Cutting Motor Service Co.—7 A. M.-9 P. M.—441.
Salisbury—Motor Tire & Service Co.—7 A. M.-10 P. M.—456-W.
Sanford—Hanner Motor Co.—7 A. M.-6 P. M.—200.
Shelby—Thompson Motor Co.—All Hours—517-129.
Shelby—Kings Filling Station—All Hours—58-58.
Snow Hill—Moye Motor Co.—6 A. M.-10 P. M.—11-J-11-W.
Smithfield—Sanders Motor Co.—6 A. M.-11 P. M.—168-7406.
Southern Pines—Davis Motor Co.—7 A. M.-11 P. M.
Southern Pines—Federal Service Station—7 A. M.-12 P. M.—308.
Spartanburg, S. C.—Magnolia Oil Co.—6:30 A. M.-12 P. M.—1486-1486.
Spray, N. C.—Spray Motor Co.—7 A. M.-10 P. M.—297.
Star, N. C.—Seward Garage—7 A. M.-6 P. M.
Statesville—Yount Motor Co.—7 A. M.-8 P. M.—41.
St. Pauls—Auto Supply Co.—7 A. M.-7:30 P. M.—54.
Sylva—J. S. Higdon's Garage—7 A. M.-7:30 P. M.—1.
Summerfield—Square Motor Co.—7 A. M.-9 P. M.—262-211-J.
Tarboro—Corbett Bros. Garage—7 A. M.-6. P. M.—49.
Thomasville—Motor Service Co.—7 A. M.-9 P. M.—368.
Thomasville, Route No. 2—Bob's Garage—6 A. M.-9 P. M.—5228.
Wadesboro—McRae Service Station—7 A. M.-10 P. M.
Wallace—Wallace Motor Co.—7 A. M.-8 P. M.
Warsaw—Thomas Motor Co.—7 A. M.-6 P. M.—53.
Warrenton—Roy Davis Garage—7 A. M.-9 P. M.—60-143-J.
Waynesville—Swift Motor Co.—7 A. M.-6 P. M.—176.
Washington—Claude L. Carrow Garage—7 A. M.-6 P. M.—330.
Weldon—Bounds Motor Co.—7 A. M.-9 P. M.—207-226.
Wilmington—MacMillan & Cameron—All Hours—15-15.
Wilmington—McMillan & Marshburn—7:30 A. M.-7 P. M.—52-1417-L2
Wilmington—McMillan Garage Co.—All Hours—250-250.
Wilson—Ruffin Filling Station—All Hours—912-626-478-1300.
Winterville—A. G. Cox Mfg. Co.—6:30 A. M.-6 P. M.—2204-2204.
Winston-Salem—Flynt Service Station—All Hours—7-7—(Gas, oil and tire service only.)
Winston-Salem—Ideal Motor & Equipment Co.—All Hours—108-107.
Williamston—B. R. Barnhill Garage—7 A. M.-7 P. M.—201-158.

APPROVED SERVICE STATIONS

Asheville—Broadway Auto Service Station—No Road Service.
Asheville—Haywood Filling Station—No Road Service.
Fayetteville—Quick Flash Service Station.

OFFICIAL HOTELS

Asheville, N. C.	Grove Park Inn
Asheville, N. C.	Langren Hotel
Blacksburg, S. C.	Gettys Hotel
Blowing Rock, N. C.	Mayview Manor
Chimney Rock, N. C.	Mountain View Hotel
Danville, Va.	Burton Hotel
Danville, Va.	Leeland Hotel
Durham, N. C.	Malbourne Hotel
Goldsboro, N. C.	Kennon Hotel
Greensboro, N. C.	O. Henry Hotel
Henderson, N. C.	Vance Hotel
Hickory, N. C.	Hotel Huffrey
Linville, N. C.	Eseeola Inn
Morganton, N. C.	The Caldwell
Morehead City, N. C.	Woodland Hotel
Mt. Airy, N. C.	Blue Ridge Hotel
Oxford, N. C.	Exchange Hotel
Pinehurst N. C.	Carolina Hotel

Raleigh, N. C.	Bland Hotel
Raleigh, N. C.	Yarborough Hotel
Reidsville, N. C.	Belvedere Hotel
Rutherfordton, N. C.	Iso-Thermal Hotel
Spartanburg, S. C.	Cleveland Hotel
Shelby, N. C.	Cleveland Springs Hotel
Washington, N. C.	Hotel Louise

CAROLINA MOTOR CLUB, Inc.

Headquarters
GREENSBORO, NORTH CAROLINA

BRANCH OFFICES

Asheville, N. C., 21 Market St., Telephone 4417.
Burlington, N. C.
Charlotte, N. C., 402 S. Tyron St., Telephone 1872.
Gastonia, N. C., 605 E. Franklin St.
Goldsboro, N. C., 102 James St., Telephone 1096.
Greenville, N. C., Fourth St., Telephone 158.
Henderson, N. C., Main. St., Telephone 654.
Kinston, N. C., 406 N. Queen St., Telephone.
Marion, N. C., Yancey Motor Co.
Morganton, N. C.
New Bern, N. C.
North Wilkesboro, N. C., 9th St., Phone 76.
Rocky Mount, N. C., Washington St., Telephone 362.
Shelby, N. C., Eskridge Motor Co.
Statesville, N. C., 211 W. Broad St., Telephone 41.
Waynesville, N. C., Swift Motor Co., Telephone 176.
Wilmington, N. C., 205 Market St.
Wilson, N. C.
Winston-Salem, N. C., 228 N. Main St., Telephone 3271.
Albemarle, N. C.
Durham, N. C.
Elizabeth City, N. C.
Fayetteville, N. C.
High Point, N C.
Jacksonville, N. C.
Lexington, N. C.
Lumberton, N. C.
Pinehurst, N. C.
Raleigh, N. C.
Roanoke Rapids, N. C.
Rockingham, N. C.
Salisbury, N. C.
Sanford, N. C.
Tarboro, N. C.
Warsaw, N. C.
Washington, N. C.

OFFICIAL CAFES

Asheville, N. C.	Cafe De Luxe
Fayetteville, N. C.	New York Cafe
Greensboro, N. C.	Guilford Cafeteria
High Point, N. C.	Princess Cafe
Wilson, N. C.	European Cafe
Winston-Salem, N. C.	Princess Cafe

OFFICIAL INFORMATION STATIONS

Franklin, N. C.	Frank T. Smith, Druggist
Greenville, N. C.	Pitt County Chamber of Commerce
Lake Junaluska, N. C.	The Southern Assembly
Pinehurst, N. C.	Carolina Hotel
Southern, Pines, N. C.	Southern Pines Chamber of Commerce
Waynesville, N. C.	Alexander Drug Store
Laurinburg, N. C.	Chamber of Commerce

INSTRUCTIONS TO MEMBERS

Do not fail to carry your membership card. No service will be given unless you have it with you when asking for aid. When you require Emergency Service, telephone nearest Official Garage listed.

Furnish the Official Garage with the information which is on your membership card.

Our nearest Official Garage will immediately send a mechanic to your aid; he will either start your car in thirty minutes so you can proceed under your own power or will tow you to our nearest Official Service Station, without expense to you.

Should you wish your car towed to any other than our nearest Service Station, you must bear the expense after leaving said station.

Your Club is not in the repair business. We only render Emergency Service and agree to do one of two things: Start you under your own power or tow your car to safety. We do not supply parts or accessories of any kind.

If your car is wrecked or disabled so it cannot operate under its own power; if there are broken parts or mechanical defects that cannot be repaired at the roadside within a half hour, our Service man will immediately tow your car to our nearest service station. When it arrives there, our responsibility ceases and you are at liberty to have your car repaired by whomsoever you wish.

In case of a puncture, our Service man will change your tires for you if you have a spare one, or he will put in a spare inner tube and inflate it. In no event will they repair punctures except at the expense of the member.

If the car can operate under its own power without damage to itself, you are not entitled to our service. You must take it to [illegible] garage and arrange for its repair at your own expense.

Free Emergency Road Service is rendered to a distance of ten (10) mlies only, and a limit of thirty (30) minutes free work after reaching the car. Distance and time in excess will be paid for by the member.

Should you require gasoline, our Service men will bring you one gallon to enable you to proceed to a gas station. The member pays for the gas, the service being free.

As the name indicates, this is EMERGENCY ROAD SERVICE and no service of any kind will be rendered in a private or public garage.

The Club requests that you do not tip our Service men [illegible] they are paid by us in every case commensurate with service rendered.

In the case of a wreck where the car is insured, the member must pay the Service Garage for the tow as the insurance company will reimburse him for this.

Official Service Garages

All Service Stations used by the Club in rendering you aid are under a bond to the Club guaranteeing to our members preferred service. We will appreciate information and will carefully investigate any lack of service on the part of our Official Service Garages or discourtesy on the part of their employees.

USE CONCRETE FOR PERMANENCE

Concrete Pavements Are Built to Ride On— Not to Slide On

It is a mighty unpleasant experience to have to drive over a slippery pavement.

One of the many reasons why motorists are so enthusiastic about Concrete Streets and Roads is because Concrete is always rigid, even, unyielding and skid-proof.

When you come to a stretch of Concrete Road, you feel your car "take hold." You note the sure, swift action of the brakes even in wet weather—how easy it is to steer.

And Concrete Pavements are in color [illegible] pleasing, light gray—safe by night as well as by day.

Remember, too, that the maintenance is built into them. Meeting permanently all the requirements of modern traffic, they pay for themselves.

Make sure that your streets and roads are to be paved with standard Concrete. It consists of a definitely proportioned mixture of sand and pebbles, or broken stone, held together by the everlasting grip of that tenacious binder, portland cement.

Our booklet R-4 tells many interesting things about Concrete Streets. Write this office for your copy.

PORTLAND CEMENT ASSOCIATION
214 Piedmont Bldg.
CHARLOTTE, N. C.

A National Organization to Improve and Extend the Uses of Concrete

Offices in 30 Cities

CAROLINA AUTOMOTIVE TRADE BULLETIN

Published by THE CAROLINA AUTOMOTIVE TRADE ASSOCIATION
Headquarters: 224 East Market Street, Greensboro, North Carolina

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June 1924 "For Service and Efficiency in Business" Number 3

ASSOCIATION STARTS NEW ACTIVITIES

During the past month, President Blalock has addressed a communication to the members and all dealers in the Carolinas, calling their attention to the renewed activities of the Carolinas Automotive Trade Association.

There has recently been issued from the office of the secretary, a small twelve page folder explaining fully what this association is, what it does and giving the classification of the dues. This folder will be sent to any dealer upon request.

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EXTRA SESSION POSSIBLE

There is much talk of a possible extra session of the legislature during the summer. Should this extra session be called, the automobile dealers of North Carolina will need to maintain representation constantly at Raleigh, as there are a number of bills for the improvement of motoring that should be sponsored and backed by the dealers.

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HOW MANY USED CARS ARE THERE?

Recently, the secretary's office mailed a post card to each dealer to report the number and value of used cars on hand as of May 15th. This grand total would be very valuable information, according to some dealers, but so far little co-operation has been shown by the dealers in furnishing this information.

We will continue to collect this data and hope to issue a special bulletin on this subject during the month of June. Those dealers who have not already reported are urged to send to the secretary the number of used cars on hand and their value.

———o———

AN INVITATION

A cordial invitation is hereby extended to all those dealers and others eligible to membership, to become members. This Association has in the past rendered a real service to every man who is now engaged in the Automotive line, or any of the many allied lines. The legislative work accomplished in the past is sufficient alone to justify the investment of the membership fee in this Association.

The cost is insignificant, is an investment of the highest order that will pay big dividends in the form of service rendered. No Dealer, Distributor or Jobber of any of the various Automotive lines should delay making application for membership. Those men who represent Manufacturers, Jobbers and Dealers should take advantage of the Auxiliary membership and become identified with this Association. The wearing of the Association button will indicate the practice of the "Standard of Service."

A special invitation is extended those Automobile Finance Companies, Newspaper and other approved advertising mediums, to become Associate members and lend their support in the work this Association is now doing.

U. B. Blalock, *President.*

———o———

A PROMISE

As the Secretary-Manager of your Association, I promise that the affairs of the office will be handled in a business-like manner, and that the finances will be s watched that we shall not incur any indebtedness tha your Association cannot meet, and at the end of the yea a proper certified audit shall be made. This is your Association, organized to profit no one except yourselve in service rendered. I shall endeavor, through the expenditure of much energy and study, give you a servic that shall justify your support, but little can be don without your close co-operation and support from the beginning, because now is the time when we need the members, their financial and moral support. The extent your service will depend entirely on the support from th dealers. You join now and put it up to me to mak good; by so doing you will do your part, and I'll d mine or burst a trace trying to.

C. W. Roberts, *Secretary-Manager.*

Enlarged sales rooms and beautiful plate glass windows have been installed by the Wilson and Lancaster Company, Buick dealers of Gastonia. Mr. Lancaster of Laurens, S. C., recently joined forces with Earl Wilson and a great many new Buicks are seen daily on the streets of Gastonia.

Hudson-Essex sales exceeded all other cars except the Ford and Chevrolet in Detroit, Mich., for the first four months of 1924, according to H. A. Tuebner of the W. S. Motors, Inc., Winston-Salem, who has just returned from the automobile center. Mr. Tuebner pointed out that the auto city was familiar with cars and paid a distinct compliment to Hudson-Essex in the selection.

F. J. DeTamble, former manager of the Ford Motor Company assembly branch at Charlotte, organized the Twin City Motor Company in Winston-Salem in February 1918. The growth of the concern is indicated in the fact that 1918 witnessed the sale of 474 cars and trucks while 1923 sales were 2,135. The Lincoln division has handled 26 since inauguration.

JOSEPH G. FITZSIMMONS
Carolinas Auto Supply House, Charlotte Jobber

"Bill" (W. M. Jackson) of the Jackson Motor Company of Gastonia, a new organization, is placing the "Good Maxwell" with dispatch over the county. It is pointed out that the Maxwell service in Gastonia is a real adjunct to the community and Mr. Jackson is rapidly riding toward the record of the Booth-Newton Company of Charlotte.

R. M. Hicks of the Hicks and Lambeth Company recently acquired a lot in Gastonia and will soon erect a sales room and service station, it is announced. Dodge sales are being increased by the able force of the organization.

The popular little Ford still carries the day in sales and deliveries through the Parker-King Motor Company

(Continued on Page 23)

ROAD CONDITION REPORT

(Continued from Page 16)

Routes Nos. 26, 41 and 44.—Camden-Sumter-Manning-Kingstree-Georgetown. Camden to Kershaw-Sumter line near Rembert good. County line to Rembert fair. Rembert to Clarendon County line excellent, mostly paved. Clarendon County line to Manning fair to good but rough in places. To Kingstree fair to good. Kingstree to Andrews rough for 6 miles out of Kingstree, balance generally fair to good. Andrews to Georgetown generally fair to good.

Route No. 26.—Camden - Kershaw - Lancaster - Charlotte. Good throughout.

Route No. 3.—Columbia-Sumter-Florence-Marion-Nichols. Columbia to Wateree River good to excellent, 17 miles paved. Wateree River to Statesburg good. Statesburg to Sumter detour by Wedgefield. Detour good to Wedgefield and excellent (paved) Wedgefield to Sumter. Sumter to Maysville excellent. Maysville to Timmonsville fair, water over road at Lynches River but passable. Timmonsville to Florence paved road. Florence to Pee Dee to Marion to Mullins to Nichols fair to good. Toll bridge over Pee Dee River. Nichols to North Carolina sandy and very rough but passable.

Route No. 27—From Route No. 2 at Dorchester via St. George-Branchville-Bamberg-Blackville-Aiken and Route No. 12 to Augusta. Dorchester to Reevesville to Dorange fair. Dorange to Branchville to Edisto River very rough but passable. South Edisto River to White Pond good to excellent. White Pond to Aiken to Augusta fair.

Routes Nos. 6, 30 and 1.—Charleston-Savannah Highway: Charleston--Jacksonboro-Walterboro-Yemassee and Ridgeland and Savannah Charleston to Jacksonboro paved for 18 miles. Other sections to Jacksonboro fair. Jacksonboro to Walterboro fair. Walterboro to Yemassee under construction very rough but passable. Fair to Ridgeland. Under construction Ridgeland to Savannah River but in passable condition.

Routes Nos. 33, 1 and 30.—Orangeburg-Bamberg-Fairfax-Hampton-Yemassee and Beaufort. Good throughout to Fairfax. Fairfax to Hampton fair to good. Hampton to Varnville to Yemassee fair to good. Yemassee to Beaufort good.

Routes Nos. 34 and 41.—Camden-Bishopville-Darlington and Florence. Fair to good throughout. Slightly rough near Bishopville.

Routes Nos. 9, 23 and 38.—McFarland, N. C.-Cheraw-Bennettsville-Dillon-Latta-Marion-Conway and Myrtle Beach. McFarland to Cheraw to Bennettsville to Hebron Church good. Hebron Church to Dillon rough but passable. Dillon to Latta to Marion fair to good. Marion to Gallivants Ferry Swamp to Conway to Myrtle Beach fair, rough in places.

Route No. 50.—Jefferson Davis Highway: Columbia-Camden-McBee-Cheraw and Raleigh. Columbia to Kershaw County line 16 miles paved. County line to Camden good. Toll bridge over Wateree River. Camden to Cheraw good. Cheraw to North Carolina fair.

Routes Nos. 2 and 41.—Cheraw-Darlington-Florence-Kingstree-Moncks Corner-Charleston.. Cheraw to Society Hill to Dovesville under construction, rough but passable. Dovesville to Darlington to Florence to Effingham fair to good. Effingham to Cowards under construction, detour marked, rough but passable. Cowards to Lake City to Kingstree fair to good. Kingstree to Santee river good. Santee River to Biggin Church fair. Biggin Church to Goose Creek fair. Goose Creek to Charleston paved.

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Going to Asheville
If enroute to Blowing Rock follow No. 10 this far and cut across via Rhodhis to Lenoir
Visitors Always Welcome
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HICKORY, N. C.

Automobiles and Where to Buy Them

Aberdeen	Franklin Sales Company	Franklin
Asheboro	Asheboro Motor Car Co.	Ford-Lincoln-Fordson
Asheville	Asheville Overland-Knight, Inc.	Overland-Willys-Knight
Asheville	Plemmons Motor Co.	Packard-Durant-Star
Asheville	Franklin Motor Co.	Franklin-Chandler
Asheville	Sawyer Motor Co.	Dodge
Banner Elk	F. M. Richards	Buick
Canton	W. S. Martin	Buick
Charlotte	C. C. Coddington	Buick
Charlotte	International Harvester Co.	I. H. C.
Charlotte	Burwell-Harris Co.	Nash
Charlotte	Carolinas Auto Supply House	Accessories
Charlotte	J. H. Ham	Packard-Oakland
Charlotte	Wilson Motor Company	Ford-Lincoln-Fordson
Charlotte	Ko-Mo Supply Co.	Accessories
Charlotte	Pyramid Motor Company	Ford-Lincoln-Fordson
Charlotte	Charlotte Motor Car Co.	Hupmobile
Charlotte	Etheredge Motor Sales Co.	Ford-Lincoln-Fordson
Charlotte	B. D. Heath Motor Co.	Hudson-Essex
Charlotte	Booth-Newton Company	Maxwell-Chalmers
Charlotte	Chas. E. Lambeth Motor Co.	Dodge
Charlotte	General Motors Truck Co.	G. M. C. Truck
Concord	Standard Buick Co.	Buick
Durham	Grand Central Garage	Star-Durant
Enfield	Thomas E. Marshall	Ford-Lincoln-Fordson
Enfield	Enfield Motor Co.	Durant-Star
Elkin	Elkin Motor Company	Ford-Lincoln-Fordson
Edenton	Hobbs and Ward	Chevrolet-Hudson-Essex
Franklin	T. W. Porter	Buick
Fayetteville	Jas. S. McNeill	Buick-Paige
Fayetteville	Bowles Motor Car Co.	Studebaker
Fayetteville	Lewis Motor Car Co.	Dodge
Gastonia	Brison-Lambeth, Inc.	Dodge
Gastonia	Thomas L. Craig	Nash
Greensboro	Thomas C. Hunt	Packard
Greensboro	Guilford Motor Car Co.	Nash-Franklin
Greensboro	Greensboro Motor Car Co.	Buick
Greensboro	McGlamery Auto Company	Ford-Lincoln-Fordson
High Point	Wilson Motor Company	
High Point	White Way Motor Company	Buick
Henderson	Landis Motor Company	Oakland-Buick-Chevrolet
Henderson	Corbitt Motor Truck Co.	Mfgs. Corbitt Truck
Hendersonville	Wetmur Motor Company	Ford-Lincoln-Fordson
Kinston	Spear Motor Co.	Ford-Lincoln-Fordson
Kinston	Kinston-Buick Company	Buick
Laurinburg	McNair Automotive Company	
Laurel Hill	Pate-Overland Company	Overland
Lexington	Davidson Motor Company	Nash
Lexington	Woodrow McKay	Ford-Lincoln-Fordson
Lenoir	Merritt Motor Company	Ford-Lincoln-Fordson
Leaksville	Jones Motor Company	Ford-Lincoln-Fordson
Lincolnton	John K. Cline & Son	Buick
Midland	Midland Motor Co.	Ford-Lincoln-Fordson
Monroe	Monroe Motor Company	Studebaker-Dodge
Monroe	Laney-Gordon Motor Co.	Chevrolet
Monroe	Birdsall-Smith Motor Co.	Durant-Star-Franklin
Mooresville	Mooresville Motor Co.	Dodge-Chevrolet-W. K.-Overland
Mooresville	Seacrest Motor Co.	Buick
Morganton	Erwin Bolton Motor Co.	Durant-Star
Raleigh	Nash Motor Sales Co.	Nash
Raleigh	Taylor-Buick Sales Co.	Buick
Rockingham	Pee Dee Motor Sales Co.	Nash
Rockingham	Jenkins Buick Co.	Buick-Cadillac-Packard
Rockingham	Lambeth's Inc.	Dodge
Roxboro	Crowell Auto Company	Ford-Lincoln-Fordson
Rocky Mount	Jeffreys Motor Campany	Gray
Roanoke Rapids	Roanoke Rapids Motor Co.	Ford-Lincoln-Fordson
Sanford	Hanner Motor Co.	Ford-Lincoln-Fordson
Shelby	Thompson-Lackey Co.	
Spartanburg, S. C.	Ernest Burwell	Ford-Lincoln-Fordson
Salisbury	Salisbury Motor Co.	Buick
Vineland	Smith and McKnight	Ford-Lincoln-Fordson
Wadesboro	Huntley and Martin	Buick
Wilmington	W. D. McMillan, Jr.	Buick
Wilmington	MacMillan and Marshburn	Dodge
Weldon	Weldon Motor Company	Ford-Lincoln-Fordson
Windsor	W. T. Tadlock	Chevrolet
Windsor	Windsor Hwd. Company	Ford-Lincoln-Fordson
Warrenton	Scoggins Motor Company	Chevrolet-Studebaker
Winston-Salem	The Motor Company	Chevrolet-Buick
Winston-Salem	Norfleet-Baggs, Inc.	Dodge
Winston-Salem	Smoak Motor Co.	Studebaker

CAROLINAS AUTOMOTIVE TRADE BULLETIN

(Continued from Page 21)

of Gastonia. A popular set of fellows handle the Lincoln-Ford account with B. H. Parker and A. G. King heading a crowd of smiling salesmen.

The recent completion of a handsome and wonderfully arranged home by the Lindsey-Fishel Buick Company of Winston-Salem is an evidence of the growth of one of Winston's most progressive auto sales and service organization. Mr. Fishel is a director of the Carolina Automotive Trade Association.

Two new stations have recently been opened in Winston-Salem by the Railroad Jones Oil Company. The installation of the new station at 2nd and Main Streets is an adjunct to the section, doing away with the accident hazard at that particular corner.

Get on the wagon—join the Automotive Dealers Association

The slogan "A thirty minute ride will win you" used in connection with a campaign of sales on the new Essex is producing results in Gastonia. Perfect service, it is rumored, sells more of Wray's cars than sales talk. They get it in Gastonia at Wray's Shop.

E .T. James and Company are the dealers in the new Chrysler Six, recently making its appearance on the streets of Gastonia.

Chevrolet with its "Economical transportation" slogan is becoming as thick as flies in Gastonia, according to our correspondent. The Craig-Chevrolet Company has pushed the sales on this medium priced splendid product.

THE SOUTHLAND FILM CO., Inc.
Producers of the official State Highway Commission Road Congress Picture and Nello L. Teer's "Modern Earth Moving Methods"
707 Jefferson Standard Bldg.
Greensboro, N. C.
W. "Tom May" Van Plancke Director
S. E. Weiss Manager

OLDSMOBILE
Model 30, Six Cylinder
The Most Car for the Money
SUGG MOTOR CO.
Distributors
GREENVILLE, N. C.
Dealers wanted for open territory

It's Not a Home 'till it's Planted
It's only just a house until you have some Roses over the porch, Shrubs for the border, and Shade Trees for the lawn. Let our landscape planners help you. Write us. Also send for our new catalog of ornamentals and fruit trees.
J. VAN. LINDLEY NURSERY CO.
Pomona, North Carolina

NORTH CAROLINA'S FOREMOST NEWSPAPER IN CHARACTER AND CIRCULATION

Best Advertising Medium in North Carolina—Both Display and Classified

The
NEWS and OBSERVER
JOSEPHUS DANIELS *Editor*
JOSEPHUS DANIELS, JR. *Business Manager*
RALEIGH, N. C.

Make "Chimney Rock"

Your Motoring Objective!

With perfect roads threading their way through the scenic sublimity of Western North Carolina, leading direct to Chimney Rock from every direction, no motoring trip or prospective vacation haunt offers greater thrills for the discriminating motorist than the wonderful environments of Chimney Rock.

Come to Chimney Rock this Summer and learn all about the wonderful Resort development program now in active progress for converting this section into "America's Greatest Scenic Playground Resort."

CLASSIC LAKE LURE

To be the most beautiful Resort Lake in America. The outstanding feature in the extensive development plans of Chimney Rock Mountains, Inc.

CHIMNEY ROCK MOUNTAINS, Inc.
ASHEVILLE, N. C.

Mr. Dealer: Can You Qualify?

Dealers in the Carolinas who do a legitimate business, who practice the golden rule in their business, who conduct service and parts departments and who are responsible are eligible to membership in the CAROLINAS AUTOMOTIVE TRADE ASSOCIATION, and should not lose a moment in taking out this membership and leasing the sign that identifies the Qualified Dealer.

Mail me copy of "What it is and does" explaining value of membership in the Carolinas Automotive Trade Association.

FOR INFORMATION MAIL THIS BLANK TODAY

Carolinas Automotive Trade Association,
224 East Market Street,
Greensboro, N. C.
C. W. Roberts, Secretary:

Mail me copy of "What it is and does" explaining value of membership in the Carolinas Automotive Trade Association.

My Business is__________________________ I have been in business since______________

I give two following names for reference

__________________________________ Name___________________________________

__________________________________ Address_________________________________

W. H. Fisher Company
Incorporated

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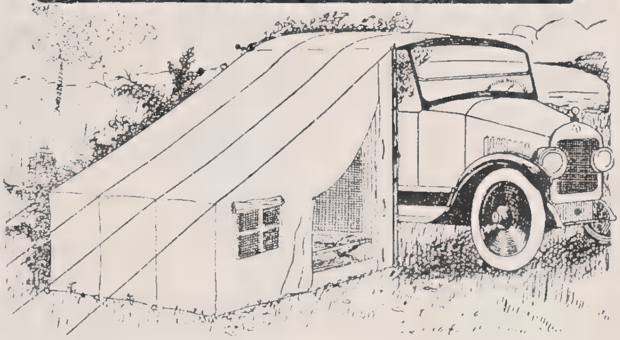
"Gold Medal Brand"

THE DIZE AUTO TENT



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Raleigh, N. C.

FAGEOL SAFETY COACH

When you travel consider the Safety, Comfort, Service, and Economy offered by Safety Coach Line buses. The splendid roads of North Carolina make possible the operation of these highway parlor cars at lowest cost and highest efficiency. We offer you not only greater comfort, safety and service than other means of transportation, but at lower cost.

Lines Now Operating Between Raleigh, Durham and Greensboro

SAFETY COACH LINE

134 West Martin Street
RALEIGH, N. CAR.

Opening Next Month--

The George Vanderbilt Asheville, N. C.

Newest Foor and Robinson Hotel

The palatial George Vanderbilt occupies a commanding site at the top of Haywood Street Hill, Asheville. The mountain vistas from the roof garden are incomparable.

Named for the founder of Biltmore Estates, the late George Vanderbilt, whose ambitious operations turned the eyes of the whole world upon Western Carolina.

Providing in a handsome, fireproof house, of 200 rooms, with bath, of delightful architecture, and furnished with exquisite taste, an atmosphere at once characteristic of the Foor and Robinson Hotels, and expressing the cordial and charming hospitality of Asheville, the George Vanderbilt Hotel, opening about July 4, will furnish the long-desired and long-lacking modern accomodations in the heart of Asheville, midway between Biltmore Forest Estates and Country Club and the parks and suburban homes clustering about Sunset Mountain and the Asheville Country Club.

From the date of its opening will become the business headquarters of Asheville, and the favorite stop for travelers, whether on business or pleasure, because from this house all of the scenic sight-seeing or sport-questing trips that can be had out of Asheville in every direction, over beautiful paved roads, can be made with the least degree of doubling or distance. Pisgah, Biltmore Estate, Biltmore Industries, Black Mountain, Swannanoa Valley, Bridgewater Lakes, Hendersonville, Brevard, Weaverville, Chimney Rock, Blowing Rock—all of these famous beauty spots are within comparatively easy distance. No where will you find a more delightful climate, a more pleasant atmosphere. If you come on business, remain a few extra days for your soul's sake. Come for a vacation any month in the year and you will find happiness. Here at the George Vanderbilt you will find perhaps your "warmest welcome at an Inn."

Hotel Charlotte
Charlotte, N. C.

New, modern, handsome, complete — business and tourist headquarters for Charlotte, the center of Southen activity.

The
O. Henry Hotel
Greensboro, N. C.

Thoroughly modern in all its service, yet unique for its most comfortable, homelike atmosphere. Favorite week-end stop for travelers, central for motor tours

The
Sheraton Hotel
High Point, N. C.

New, furnished with exquisite taste. A gem of a hotel home. High Point has a new golf course. Delightful for week-ending.

The
Francis Marion
Hotel
Charleston, S. C.

The new center of life in Charleston, S. C. Historic center of the Old South, the South's new great port. A trip to Charleston at any time is one of perfect delight.

Hotel Cleveland
Spartanburg, S. C.

Provides the finest accomodations in Piedmont South Carolina. Blue Ridge peaks can be seen from the Aerial Garden. Famous battle grounds nearby.

The Foor and Robinson Hotels

GOOD HOTELS IN GOOD TOWNS

CAROLINA MOTORIST

July, 1924 $2.00 the Year---20 Cents the Copy Vol. II. No. 9

Published by

The CAROLINA MOTOR CLUB, Inc.

"Branches in thirty-eight Carolina Cities"

Take Your Ease Above the Clouds
At Mayview Manor
Blowing Rock, North Carolina

4500 feet High. Where it's Always Cool and You Can Golf, Motor, Ride, Hike, Fish, or Just Rest

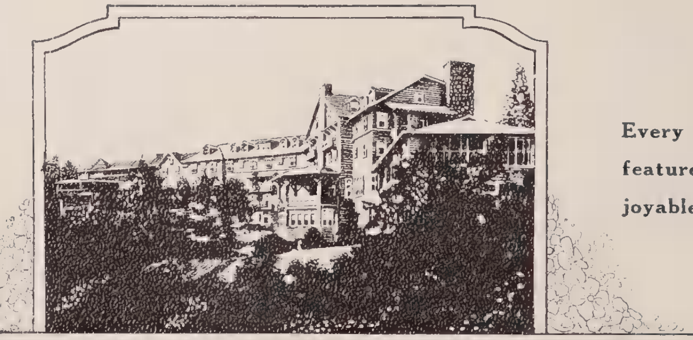
MAYVIEW MANOR seems at the very top of the world—one of the few easily accessible spots where, from a comfortable veranda you can look down upon cloud banks 2,500 feet below, or across a horizon of jumbled peaks, many of them over 6.000 feet high. Often in early morning the whole bowl looks like the greatest lake in the world, filled level with clouds, which presently lift, separate and drift off, revealing a sunlit valley at the bottom of the chasm.

Verily, this is Nature's wonderland, and you enjoy it at a perfect inn, built by tremendous labor on a solid rock foundation near the edge of the cliff, and equipped in this wilderness with every comfort of the city hotel; approached over perfect roads of easy grade; with lakes, golf course and trout streams nearby.

The Southern Railway now sells tickets and checks and delivers baggage direct to Mayview Manor. Or you can come by de luxe bus from Gastonia, Charlotte, Statesville, Hickory or Lenoir.

Write for reservations or for further information to Mayview Manor, Blowing Rock, N. C. John J. Fitzgerald (of the Pinehurst Organization) manager.

Spend your weekends this summer at Mayview Manor.



Every recreation feature for an enjoyable vacation.

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THE AUTOMOBILE MUTUAL INS. AGENCY, INC.

realizing that the members of the Carolina Motor Club are preferred risks, offers them the opportunity of placing their auto fire, theft, liability, property damage and collision insurance in MUTUAL companies which are returning dividends ranging from 25 to 30 per cent. This enables you, Mr. Motorist, to obtain the best possible protection at a net cost of 70 to 75 per cent of your present premiums.

Write us for a detailed proposition on *your automobile insurance;* giving make and type of car, coverages interested in, and date of expiration of present insurance.

This Agency also represents mutual fire insurance companies writing preferred business at a substantial saving to policyholders.

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Greensboro, N. C.

McClaren Tires

A Carolina Product With a National Reputation

THE same qualities in a tire that give *long mileage* give *tire satisfaction*--freedom from trouble, non-skid protection and low mileage cost. Judge the McClaren Autocrat Cord on i's records.

29,600 Miles on a Dodge - -	Charlotte, N. C.
25,000 Miles on an Oil Truck -	Albermarle, N. C.
37,000 Miles and over on White Stages	Charlotte-Greensboro
49,000 Miles on a Garford Bus -	Norfolk, Va.
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The Autocrat Cord has been proven wherever service is most severe.

Autocrats will take you there and bring you back--and add pleasure to every trip this summer.

McClaren Rubber Company
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McClaren Autocrat Cords are sold by authorized dealers everywhere. Any McClaren dealer will let you test out the facts on a McClaren tire, under a positive guarantee that the Autocrat Cord will cost-less-per-mile than any pneumatic tire regardless of brand previously used or price paid

Test out the facts under guarantee

AUTOCRAT CORDS
COST LESS
PER MILE

They Take Me Motoring

Hope Persists in Doing it's Well-Knowing Acrobatic Stunt of Springing Eternal and I Still Look for the Perfect Drive

By Mary Bostwick

(In the American Motorist)

IT WON'T be long now before my boy friends, who have remained more or less under cover during the bleak months of winter and early spring, will begin to feel the call of the open road, as the poet says, and they'll call me up and ask me to go out riding with them.

I'll go, too.

Somewhere, somehow, hope persists in doing its well-known acrobatic stunt of springing eternal, and one of my leading hopes is that of a ride that will last for hours and hours while we sail up hills and dip down dales and whizz across bridges, with the car doing the right thing, and my boy friend doing the right thing. Then, in short, the drive will be the kind of a drive that the people in the higher class automobile advertisements look as if they were just starting out to take.

Yes, sir, hope persists, proving that is it harder to dislodge from the human brain than a cat from the cross-bar of a telephone pole. The memory of the past, so far as motor drives are concerned, becomes a merciful blank for the time being. I dream, as golfers, of the perfect drive.

But it is not for me.

I'm beginning to think that my fate line is all tangled up with a gas line, worse than a set of skid chains left to rattle around loose in the back compartment, and that while other dames may go out driving with their boy friends and all will go as merry as a railroad crossing bell, when I try it the expedition will pick up a nail somewhere. Memory persists in calling back the times when I have climbed aboard optimistically, and then said when I got back, "The next time I go driving with anybody I'll go by myself."

Of all the boys who take me driving, it is hard to show partiality and pick out my favorite of the lot, but if it came right down to a case of being forced to award the lace-trimmed license plates I know who would finally cop the prize. His villainy does not show on the surface—no, it lurks under an urbane exterior, but many's the evening he's wrecked.

Let us call him, for purposes of identification, Bill.

We are driving along, Bill and I, and all nature seems to smile. The trees are whispering in their well-known fashion, the moon is coming up back of somebody's silo, and far off is heard the plaintive note of a night-bird bawling out her mate because he has taken the last cold worm out of the refrigerator.

"Listen!" says Bill, taking one hand off the wheel to hear better.

"Sounds pretty, doesn't it?" we say—ever the nature lover, that's us.

"Pretty?" says Bill. "What do you mean—pretty? Hear that knock?"

"Somebody trying to get in?" we say facetiously, "Well—don't go to the door. It's probably only a book agent."

But Bill is in no mood for airy persiflage.

"It sounds like carbon," he says. "Then, again, it may not be. I had 'em ground only day before yesterday. Maybe a gasket has worked loose."

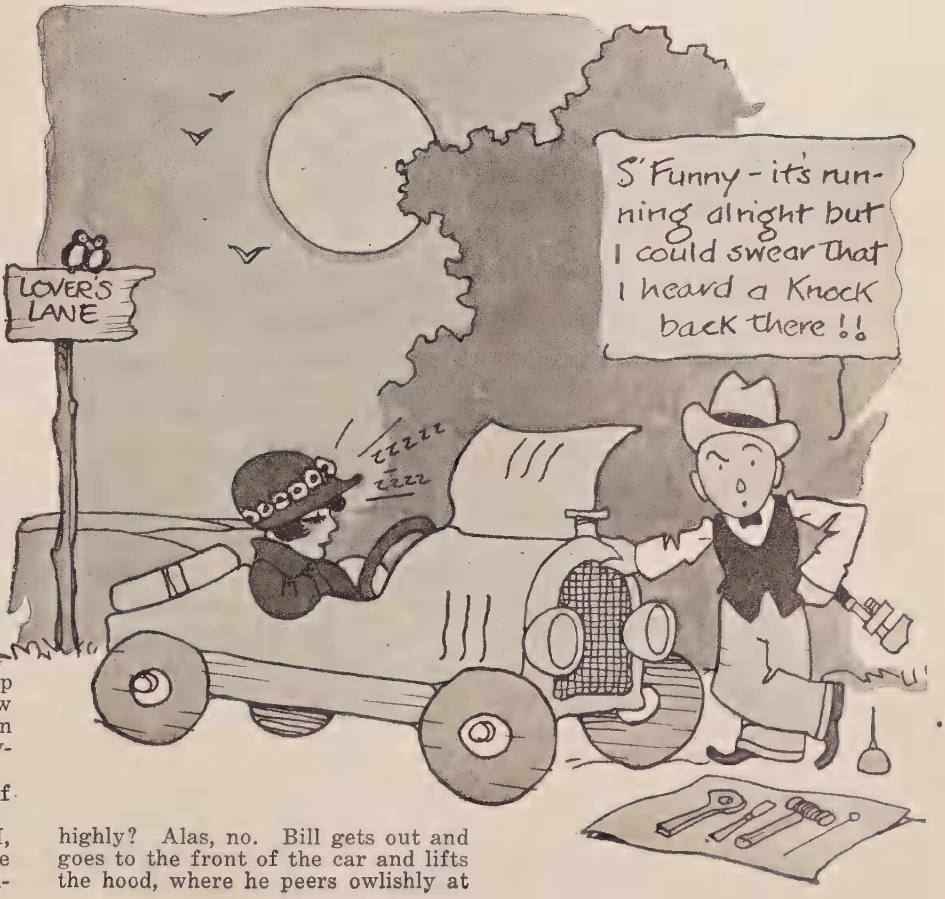
Bill stops the car. To look at the moon, that has been recommended so highly? Alas, no. Bill gets out and goes to the front of the car and lifts the hood, where he peers owlishly at the ganglions thus exposed. Everything seems to be quiet along the Potomac. Bill gets in again. He listens for the knock as the car gets into motion, and seems vaguely disappointed because it isn't knocking any more. He listens to the car as a doctor with a stethoscope listens to the heart beats of a wealthy patient.

At last he says triumphantly, "There! Hear that squeak?"

We, ourself, have heard no squeak. "I thought you said it was a knock?" we remark.

"Not now—it's a squeak! Listen to that. Does it seem to you like it comes from the windshield or the floor board? I thought I had that door fixed. It might be the door. Does it seem to you that squeak comes from the door?"

But why go on with this? Before the evening is over, Bill's feelings have been torn and lacerated by hearing twelve knocks, twenty-two squeaks, a hissing sound that he


LOVER'S LANE
zzzzz
zzzz
S'Funny - it's running alright but I could swear that I heard a Knock back there !!

couldn't identify, a mysterious thumping that may have come from the rear axle or the transmission and yet, again, may have been traceable to neither, a faint buzzing that defied location and another mongrel sound that sounded like something slapping against something, but that always danced just out of reach like a will o' the wisp. These, so far as Bill is concerned, go to make up that list of the myriad small sounds of the night of which the nature writers write so feelingly.

Passing rapidly down the last, we now come to another one of the lads who squanders time and money on me by asking me to go riding with him. He wants to give the girl a good time, that's the idea, and with this commendable idea in mind, he says genially as he throws in the clutch:

"Well, now, kid, you're the doctor. We'll go wherever you want to go. Just say the word. This old boat can go anywhere. If there's any special drive you want to take, we'll take it."

Well, well—the expedition is starting out nicely, isn't it?

"All right," we say with girlish confidence. "Let's drive north six or seven miles and then take that pretty road that turns along by the river."

This crack, innocent as it sounds, has the effect of nicking the serene surface of my boy friend's good intentions.

"Say — listen," he says, "You don't want to take that one. That road down the river is all covered with fresh gravel. Something terrible. I was over it last night."

"All right," we say, "I like the drive where you go south and cross the covered bridge, and then go along Lovers' Lane"—for, can you believe it?—we've got a drive within a few miles of our town that goes by that name.

"Oh—you don't want to go there!" he says. "No fun taking that drive. Take a night like this, you might as well be driving on Main Street. Just one solid string of cars, pushing and shoving. Hear they're talking of getting a traffic cop out there. Don't want to go there."

"All right," we say, feeling that this needle is getting to sound a trifle scratchy, while a feeling comes over us that there is a catch in the whole thing somewhere, though we are unable to put our daintily gloved finger exactly on the spot. "Let's turn east and drive for ten miles or so along that nice paved road."

"Gee whizz!" he says, "You don't want to do that! What's the use of driving out on a paved road when there are so many good gravel roads? Might as well stay right here in town. Anyway, I was over that road last week and they had a couple of steam rollers working on it. No telling what it's like now."

"Oh, well—all right!" we say, "There's a nice road going south."

"Don't like that road," he says, "Everybody goes on that road to do their speeding, and you're likely to have some cuckoo come along and knock you for a loop, or get smacked by a motorcycle cop chasing somebody."

Well, by this time our patience and our recollection of the various points of the compass are exhausted, and we tell our boy friend to suit himself, and why not try to run up the side of a building seeing that up is the only direction he has not a deep aversion for, and the ride, when we finally take it is nothing to write home about.

Y'Y'Y'YES
Y' Wouldn't believe I could get so outa this old bus would ya ?

Then there is another merry soul who brings a lot of sunshine into my life. I just look forward from one drive to another with this boy. I don't know of anything, next to spending an afternoon in the morgue, that would have the same cheering effect as a little spin with him.

"Look!" he says shortly after the parade has got under way, "See that corner over there? That's were a man collided with a street car last week and broke his neck."

We sop up this cheering information pleasantly. As we near the edge of the town, he says:

"Right ahead there is one of the most dangerous cross streets I know of. People seem to think that because it's way out, nobody will be driving out this way. Manys the crack I've seen at that corner. The other feller's car always seem to kind of dive out at you. What does he care who's got the right of way?"

A little further on, this golden throated warbler gets the following off his chest: "There's a railroad crossing I don't like. They call it Dead Man's Crossing. The trains have a way of just popping out of nowhere, seems like. Only a couple of weeks ago there was a terrible accident out here. You remember it. Well—this was the place. The car was dragged a couple of hundred feet, and was just a mass of twisted metal. Everybody in the car was mangled something awful. They found the driver of the car on the pilot of the engine, and the only way he was identified was by the address of a well-known bootlegger in his pocket."

A little later, he puts the final hearty laugh on the evening by remarking:

"I'm always a little nervous going over this road. Any number of stick-ups have taken place, just about where we're driving now. You see, it's more or less dark and lonesome and the first thing you know, you see a car pulled across the road and some bird with a mask on is sticking a gat in your face."

After getting home from a ride with this one, we spend half the night peering into the broom closet and looking back of the book case, and the sound of a piece of ice falling in the refrigerator makes us leap up forty feet like a startled gazelle.

Approaching the end of the line, we come upon the boy who is willing to let me drive. Yes, sir, he is willing to let me drive—to let me sit in the driver's seat and hold the wheel myself.

"Most women are rotten drivers," he remarks cordially, as we shove off. "Say—look here—I wouldn't let the clutch out so far, if I were you. Makes her jump. And do it gradually. What are you pulling the spark down for? I never touch it from one year's end to the other. Say—don't you think you're giving her a trifle too much gas? You've got to know how to drive this car. It's a peculiar sort of car. What's that noise—that rattle, kind of? It never does that when I'm driving. Oh—I see you've got your other foot on that loose plate. Why don't you get more out in the middle of the road? This is a peculiar sort of car, and you've got to give it plenty of elbow room. Here—don't touch those lights! I fix 'em a certain way before I go out, because one of the

(*Continued on Page* 21)

The Pan-American Road Congress

The Caravan That Traveled North Carolina Inhaled Much Dirt and More Education in Road Building--Demonstration a Huge Success

ROAD builders and machinery men have adjudged the Pan-American "shirt-sleeve" Road Congress held in North Carolina June 3rd to 10th, inclusive, as having been the most successful ever held in the United States—and that means the world. The practical features of the congress or demonstration were considered truly remarkable, and North Carolina's fame as a state of progressive road building has registered the world over. Frank Page, the indomnitable and efficient, was awarded ovation after ovation at every stop of the caravan which carried road builders from every part of the Nation over Carolina soil to see how it is done.

Starting from Raleigh Wednesday morning, where the foreign representatives were entertained at breakfast, the program for the South and Central Americans moved forward to Greensboro as the high mark of their visit to North Carolina, continuing until it covered the industrial Piedmont belt down to Charlotte and the foothill and mountain country all the way to Asheville and beyond.

The state has never entertained such a delegation. Included among the visitors were Honorio Puyrredon, ambassador from Brazil to the United States; Senor Dr. Don Rafael H. Elizalde, minister of Ecuador to the United States; Senor Dr. Ricardo J. Alfaro, minister of Panama to the United States; Samuel de Sousa Leao Gracie, counsellor of the embassy and charge d'affaires at Washington for Brazil; Dr. Don Hector David Castro, charge d'affaires at Washington from Salvador; and other diplomats.

Official representatives of the United States were Dr. Guillermo A. Sherwell, secretary general of the Inter-American high commission; Dr. Julius Klein, chief of the bureau of foreign and domestic commerce; Dr. Walton C. John, secretary of the highway education board; Thomas MacDonald, chief of the bureau of public roads, and others.

> **¶ Hospitality seemed to be the keynote in North Carolina and the Pan-American folks enjoyed this grand turn-out honoring the men behind the concrete-mixers. No greater work has any man than that which brings prosperity and success to a people—the engineer is the true prospector.**

The list of South and Central American engineers included three from Argentina, two from Bolivia, three from Brazil, three from Chile, three from Colombia, one from Costa Rica, two from Cuba, one each from Ecuador, Guatemala, Honduras, Nicagagua, Panama, Paraguay, Peru, Salvador, Santo Domingo; and two each from Uruguay, Venezuela and Mexico. All were distinguished engineers and in road promotion in their countries; many have held or are now holding important governmental positions.

North Carolina STATE HIGHWAY Commission
PROJECT Nº 592
Contractor Zeigler & Dalton Junction City, Kansas
J. L. Brinkley, Thomasville, N.C.

A distinguished group of Pan-Americans—Road Builders, Engineers and path finders view one of the most interesting concrete jobs visited.

Engineers and highway officials from practically every state in the Union were in attendance. Among the states noted were Virginia, District of Columbia, Ohio, Massachusetts, Florida, Pennsylvania, New York, South Dakota, Indiana, Michigan, Nebraska, Illinois, Maryland, Georgia, Rhode Island, Mississippi, Texas, Wisconsin, New Jersey. Scores of North Carolinians and nearly as many Virginians were included.

In Raleigh, the delegation first visited Governor Morrison at the mansion, then turned to the state highway headquarters. Spending 30 minutes or more there they then set out for the truck patch between Raleigh and Method.

The visitors saw the machinery of the Commission in operation and marveled at the materials assembled for the great construction in this state. The smashing of a concrete pipe with about four tons on it gave the visitors a momentary excitement, but that was only a part of the show. The inspection of the truck patch covered nearly and hour, Pilot Frank Page showing the party the road and holdly the travel strictly to 25 miles maximum, the road show moved on to Durham.

In the Bull city the Pan-Americans drove over the Trinity grounds and stopped at the high school building where lunch was served. At the chair of each real visitor a mystery bag was placed with contents taken from the various manufactories of Durham.

Durham's hospitality felt, the road delegates hopped off for Chapel Hill, where the students and faculty extended a rousing ovation. A few minutes here, and the caravan struck out for Hillsboro, historic old colonial capital of North Carolina. From the University to this point, they experienced the first dirt road in a travel of 40 miles, picking up concrete and asphalt at Hillsboro for the entire journey into Greensboro. The drive was beautified by the presence of Miss Greensboro and other great road pullmans in which many of the South Americans rode. They gathered from these heavy vehicles the solidarity of the construction which Chairman Page is putting into this business. Every big bus used on these roads was donated by the companies owning them. They carried a score of delegates, some of them.

The banquet given in honor of Mr. Page and his guests by the Chamber of Commerce was a notable affair. Only a limited number were invited. Customary speeches were heard from several members of the white automobile caravan which swept over North Carolina into the Gate City.

Swinging around a circle of 135 miles on an all-day trip in the heart of North Carolina, the Pan-American delegation was attended by hundreds of cars from every section of the state. Thursday was a day of "shirt-sleeve" operation. Reidsville, Yanceyville, Mebane, Graham and Burington were towns visited. Three fine examples of road construction work was presented the visitors, who kept note-pads and pencils busy as the translator turned Upham English into South American Spanish.

The road builders examined the machinery at work, asked questions of everybody who looked as though he knew about all manner of details, examined materials, figured costs and argued every technical point that came up. Wherever the overwhelming hospitality of the Tar Heels made it possible, the Pan-Americans made it a technical trip. They were down to real work and they made the most of it.

Throughout the long, hot, dusty day—and no words can describe the volume of dust that swept like a great cloud across Caswell county Thursday—the winding caravan of hundreds of automobiles moved across country without any serious mishap, which in itself is a remarkable statement. An infinite amount of detail work was required to keep it moving right.

Including a mammoth barbecue at Yanceyville, the date is to be remembered as a truly remarkable exposition. If Nello L. Teer, dirt road builder who was exhibiting modern methods of earth moving and road construction came into his own at the demonstration of his work, he was also the hero at the Yanceyville barbecue, in which he had the assistance of the entire county, officially and unofficially. He and the county were joint hosts, but even the hosts could not reckon on such an outpouring of the countryside as Yanceyville witnessed. Estimates of the attendance ran as high as 10,000.

And for every few persons, there was an automobile. Every field in sight of the town was full of parked machines. They rolled in early in the morning and kept on rolling until past noon. They overflowed all streets and invaded yards. Long ropes to hold back the crowds were of no avail. Joining with Caswell were the hundreds from Greensboro and other hundreds from all over the state. It was no one-county barbecue; it was of state-wide proportions.

Mr. Teer and his Caswell friends had prepared the greatest amount of food ever seen in Caswell. They were telling miraculous tales of 30 hogs, of hundreds of chickens, of cows, of Brunswick stew by the hundreds of gallons, of tons of food, not to count the cakes, pies and fruits donated by the entire county.

Even that was not enough. A special section reserved for the official party gave the far southerners their introduction to barbecue, but hundreds had to feed on what they could find.

A LETTER

**Mr. C. W. Roberts, V.-P.,
Carolina Motor Club,
Grensboro, N. C.**

Dear Mr. Roberts:-

There is enclosed check to cover renewal of membership in the Carolina Motor Club.

I wish to take this opportunity to say that your efforts to serve the Auto user is more to my liking than any combined effort I have had any experience with.

If the individual motorist had knowledge of the benefit of membership, I am sure you would grow in numbers.

Tourists from other states have expressed their pleasure and commendation for the service your office has rendered and this reflects to the credit of the Club and the States of North and South Carolina.

With all good wishes,

Yours very truly,

Lucian I. Strauss.

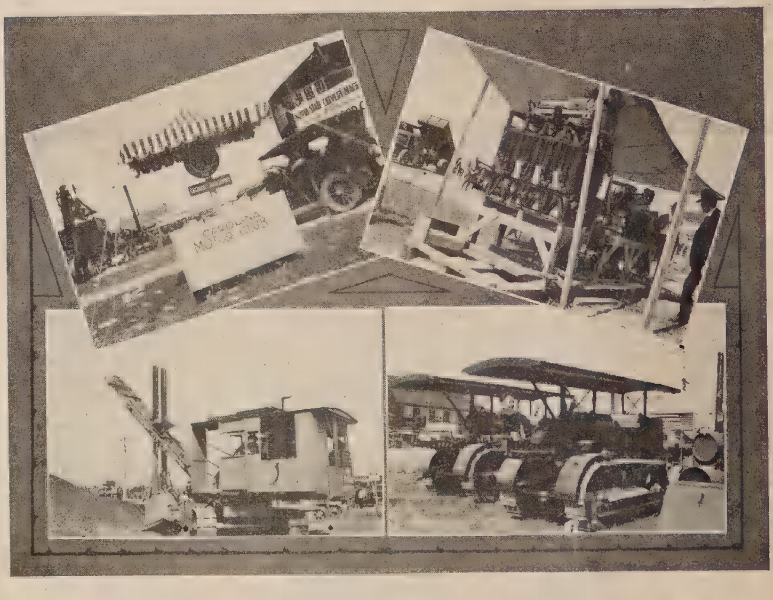
sf

A better county to carry the South Americans could not have been chosen. Caswell is history but Caswell is seeing more hope in state roads than it has glimpsed in years. Virtually without railroads and thereby cut off from the world, the county has had its difficulties. Its past is written in home after home along the road, homes of the old type, with age and distinction written all over them and the boxwood hedges, their pillars and their dark red brick; but its future is written in those same highways which the state is carrying to it. There is a lesson in Caswell for the South Americans who want highways and more highways to develop their own countries.

Friday was another big day for the Pan-Americans, who, still delving into the mysteries of road building, fairly ate up the "shirt-sleeve" road machinery exhibit of the American Road Builder's Association at the Central Carolina fair grounds.

Fascinated—there is no other word for it—by the greatest exhibition of road building machinery the state has ever seen or is likely to see for many years, the visitors had at the fair grounds the most enjoyable time of their North Carolina trip. They put in a world of work in their four hours there and on their own testimony they derived as much satisfaction the trip had afforded.

Road builders from all over the United States, literally from Maine to California, joined in the inspection of the exhibit, augmented by



Funny looking machines brought bewilderment to the layman, but told a distinct story to the engineers on the job.

hundreds from Greensboro, and the grounds were well filled all morning with laymen finding as much of interest as technical experts.

More than 100 manufacturers had machinery of all types connected with road building in action, the total value of the machinery on the offhand guess of engineers, ran from $300,000 to $500,000, possibly higher.

The secret of the success of the exhibits was action. Literally the fair grounds were alive with motion. That was exactly the idea on which the exhibition was planned. The American Road Builder's association has been holding road machinery shows for many years in Chicago, where enormous exhibits are a big part of the annual meetings of the association. But the machinery was always under a roof and was consequently inert. Yesterday it was terribly alive.

Familiar scenes to those attending the Demonstration—Photos courtesy Southland Film Company

Two steam shovels were tearing into the earth so fast that they almost buried themselves. Grading machinery ripped into the red clay in long lines that almost quicker than anyone realized what was happening became smooth soil roads. Other machines raced into action to carve out the ditches. Still others scarified the surface and others rolled it down hard and compact again. Traffic flowed over the new born roads until the dust became oppressive. Along comes a big flushing machine in action and sprinkled down the dust. A manufacturer of road direction signs put directions along the highway.

Lunch was served at the fair grounds, and the party proceeded to Winston-Salem via Guilford College and Kernersville. This was a demonstration of maintenance of sand-clay roads and was one of the most interesting features of the trip.

The last demonstration finished, the caravan, minus the long array of cars that followed it on the Yanceyville trip Thursday but still impressive, poured into the heart of Winston-Salem and rolled up to the Robert E. Lee hotel, where the commission spent the night. The city gave a dinner in their honor last night and later they attended a musical concert at which hundreds of negroes sang the spirituals of their race.

After visiting demonstrations near Walkertown, the tobacco factories and other points of interest in the twin city, the delegation's pilgrimage lead to High Point and furniture. A banquet was awaiting them, where more welcomes and answers to welcomes were heard. A motion picture produced for Nello L. Teer by the Southland Film Company was exhibited as a part of the High Point reception. It was an interesting portrayal of Teer's methods of moving dirt.

Sunday morning, the caravan moved on to Charlotte, taking lunch at Salisbury and arriving in the Queen City in the late afternoon. Chamber of Commerce and Civic clubs joined in entertaining the delegation at Salisbury, 250 plates being laid. Guests of the Chamber of Commerce at breakfast in Charlotte, the delegation moved on for Asheville, stopping at Chimney Rock and visiting Sylvia and Waynesville during the two days of their stay there. Entertained in Asheville as royally as anywhere on their tour of inspection the South and Central Americans boarded train Tuesday night for road study in Kentucky, Ohio, Wisconsin and Minnesota.

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NEW INSURANCE COMPANY FORMED

Claude Kiser is president, Henry D. Perry, vice-president and Sidney N. Johnson is secretary-manager of the Automobile Mutual Insurance Agency, Incorporated, having offices in the Jefferson Standard building in Greensboro. The company will offer exclusively mutual automobile insurance according to the announcement carried in an advertisement in this issue of the Motorist. Claims of a saving of from 25 to 30 percent on premiums are being made by the officers of the organization.

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Miracles In Road Building

The Stories Dry Statistics Tell are Sometimes Stories of Great Human Interest and the Miracle of "The Floating Road" is Worth Telling and Reading

DRY statistics have been known to provide interesting reading matter, but this case is so very rare that one hesitates to look for the interesting part of a story dealing in figures, blue prints and such mysterious things as specifications. Extremely startling and truly interesting are some of the stories unearthed by the North Carolina Highway Bulletin in reciting the problems and achievements of the engineers making up the Commission. Over rivers, using no bridges; under mountains without tunneling and the queer little nine mile road over which only ninety automobiles make tracks the year around, are among the tales told by the resident engineers and the "men on the ground."

Entered upon the books of the Highway Commission as Project 122, is the island road of North Carolina. "This is," says the Bulletin in the issue of April, 1924 "probably the most unique project in the entire State Highway System, in that it is entirely surrounded by water, being located on Roanoke Island, Dare County, off the eastern coast of the State." And the recorder of this fact uses in a most ordinary manner such extraordinary names: "The road begins at Manteo, the county seat of Dare, and extends southward through the center of the island to Davis Landing, a distance of about nine miles.

"Manteo, one of only two American county seats located on islands, was named in honor of Manteo, a friendly Croatan Indian who welcomed the first English settlement on Roanoke Island in 1584"—and who was one of two indians making the trip to England. "It was on this island," the narrator states "that tobacco and Irish potatoes were first discovered in this country."

¶ **The story of an Island road with history in every grain of sand used to build it; a road that is the only source of communication with the outside world of a community and a miracle road that virtually floats on the tides—remarkable achievements in the remarkable state of North Carolina.**

History is pregnant with interest and importance as any on the soil of America was enacted in the fifteenth century on Roanoke Island, and it was "near the lower end of Project No. 122, the first English settlement in the new world was made in 1584 and here was the place of birth of the first white child to be born on American soil, Virginia Dare. Just what became of this colony remains an unsolved mystery."

Heading the story "The One Road to Graham County" and incouching the fact that it is "Project 930," W. F. Weller, resident engineer, tells of the road which constitutes the only outlet for Graham County with "narrow fertile farms and vast acreage of virgin timber lands." The road, providing a means of communication as though through the neck of a bottle, runs into the most beautiful section of the entire state—rugged and rough as the mountains making up the Appalachian chain which surround it.

Describing the problems found, the author inserts this paragraph: "The contractors had their troubles. It rained ninety days out of the first six months they worked. But they didn't have all the troubles. Graham County belles married most of the guards and foremen."

And he opens the eyes of those who would pass over without thought the miles and miles of wonderful roads North Carolina is building today. "The side of the mountain," Mr. Weller says, "is too steep to permit a fill, except in some of the hollows. The road, therefore, had to be notched into the rock, high up above the valley. This made it necessary to wind the road in and around the curves and points of the mountain. It is one of the heaviest pieces of work in the State. Where it was possible to use tangents on this stretch, they are so short that they are not noticeable. The driver sees only a succession of compound and reverse curves. In this 2.65 miles there are about 82 curves. It cost about $100,000.00.

"To make this trip as safe as possible for the motorists, the outside of all the curves have been elevated. Each curve had to be worked out for itself. In speeding along the road it is hard to realize that each car length covered represents careful computation, and even more careful inspection, to see that the completed surface is the best that can be given to motorists in a safe smooth grade."

An achievement in which there is just pride and one that should reap a rebound of gratitude.

There are many interesting epochs in the life of an engineer whose days are devoted to road building—hewing away the dense undergrowth to make a path for civ-

Site of the first settlement on American soil; "Fort Raleigh" on Roanoke Island and the simple monument marking the last know home of the tragic "Lost Colony."

ilization and progress, but "Building a Floating Road," recorded by George E. McNutt, resident engineer in the November, 1923 number of the Highway Bulletin, seems nothing short of a miracle. "Because of its location, state project No. 110 (dry figures again!) known as the 'Floating Road' had several unusual features. The road is located between Elizabeth City and the Camden County line, a distance of 2.71 miles and runs through one of the swamps for which the eastern part of the State is noted."

Originally a toll road, at twenty-five cents per car, the state has constructed a real highway and it is free to motorists. The state attempted to maintain the road as under the old system, but found the cost excessive and proceeded to advertise for bids. Contractors feared the job, and bids were high. The Commission called together some of the ablest of its engineers and turned the job over to state forces to complete.

"Equipment was collected," Mr. McNutt records, "much of which was surplus War material. The elevation of the entire project was less than one foot above sea level, while the first mile was covered by water at normal tide. The first step was to corduroy the section from Elizabeth City to the Stinking Gut bridge. The saturated earth would not bear sufficient weight for a fill without first placing some foundation."

Logs thirty feet long were used in the corduroy work, a stringer being dowelled to the cross logs serving to keep the road in place. Every high tide floated the corduroy, and much difficulty was experienced. A warf was constructed and materials shipped to the road by water, a ferry "detour" being operated to care for the traffic while the construction work progressed.

Suitable dirt was scarce, and it was found necessary to import "dirt" from Dismal Swamp Canal, 20 miles from one end of the road. Stone for the concrete was brought from Havre de Grace, Maryland, while Baltimore, Md., furnished the sand in 1,000 ton barges. Trucks hauled mixed concrete to the job and were turned on turntables after unloading. The subgrade furnished no small part of the problem and as the trucks passed, the back wheels which carried the major part of the load, would sink and rise again after the load had passed. This made particularly trying the matter of keeping the concrete forms lined up both horizontally and vertically. Various methods were tried and abandoned.

"On account of the soft muck alongside the forms, planks were provided for the finishing labor to stand on to prevent their sinking up to their knees in the mud."

The road is now completed and the motorists enjoying the conveniences provided — many with little thought as to the careful step-by-step work of those who made it possible.

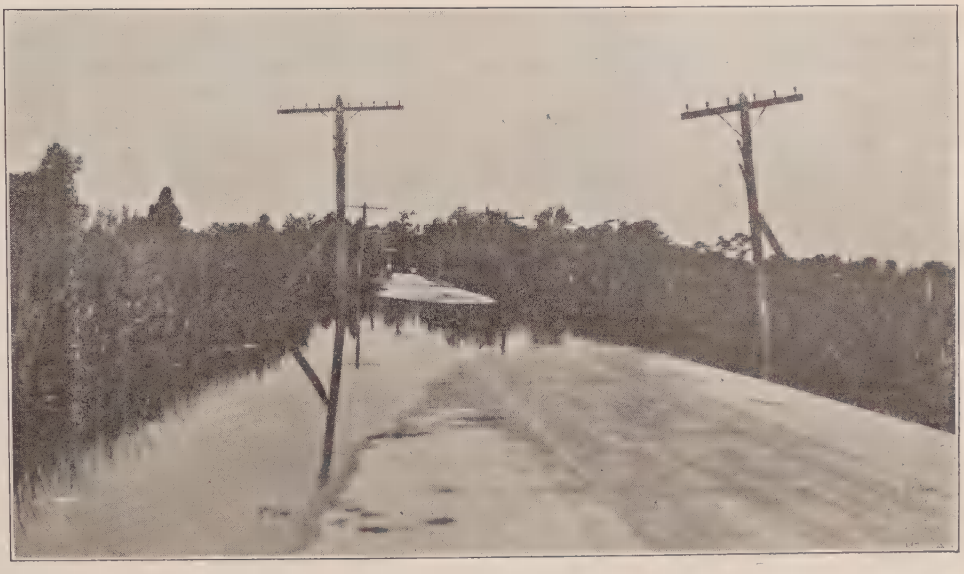
Ferry used as detour during the construction of the Floating Road.

Much has been said of "Lost Provinces" in North Carolina, although little has been directed toward six fertile North Carolina counties which are now commercially, a part of Virginia. But B. Y. K. Howat, resident engineer, tells of the importance of the bridge to cross old Chowan River in Gates County with unmistakable emphasis. The bridge across "the Chowan river will be of even greater practical service than the far-famed Williamston bridge for the reason that Albemarle Sound and the Chowan River together completely cut off six of North Carolina's most fertile counties."

"The Chowan river," states Mr. Howat, "starting up in Virginia, winds its way south and enters North Carolina at a point about nine miles west of Gates, in Gates County, and then, continuing south about fifty miles enters the Albemarle Sound at Edenton. Where the Chowan enters North Carolina it is about 400 feet wide, and at Winton, it is about 800 feet wide, while at Edenton, where it enters the Sound, it is nearly two miles wide.

"At no point in North Carolina is the Chowan bridged, and the the only present means of crossing is by two ferries, one at Winton and one at Colerain." The former is operated by the Highway Commission, while the latter is a toll ferry operated by private interests. The bridge will open to commerce in North Carolina the fertile soils of six counties heretofore under the commercial dominance of Virginia—and this is a practical example of the benefit of North Carolina's road program!

Any number of interesting stories might be told of road building in a state which has the flora and fauna of the sub-tropical and the sub-arctic—the mountains and the sea! To ride the full length of North Carolina as to have traveled extensively, and on the roads now being constructed, no man shall be without the compensation of three cents a gallon! Long life to the Engineers!



The Floating Road at high tide—A project which has added much to North Carolina's enviable road position.

That Car of Yours

A Few One Minute Friendly Chats About Cars and Driving in General

Air Is the Thing

All gasoline engines are really air cooled. When an engine is known as a water-cooled power plant it simply means that the additional cooling medium, water, is used as an aid to air cooling. Water-cooled engines are, therefore, indirect "air coolers." The water being arranged so as to circulate around the cylinders, the valves and through the head, conducts the excess heat away from the combustion chambers. To keep the water at a temperature slightly below boiling it is in turn conducted to the radiator where it is air cooled, both by the draft of air through the core and the action of the fan. The air is the most important factor in the cooling process.

Keep This In Mind

Make a note of the things you want done when the car goes to the shop for repairs. It's the best way for you to remember what needs to be done.

There is a new method of reboring cylinders and a process of lapping them in without removing the cylinder block. If you are going to have any of this work done inquire as to whether any shops in your locality are equipped for this newer way of doing it.

The secret of touching up the car with black enamel that will last is first to sandpaper the bare spots in order to remove the rust. Unless this is done the enamel will not be able to get a proper foundation. If a large spot, or a part of the car, is to be touched up it is best to sandwich a coat of filler in between the sandpapering and the enamelling.

Worth Remembering

If the horn goes bad while trying to turn a corner in traffic and pedestrians do not take heed try switching on the headlights an instant. It will very likely catch their eye and their attention.

When the crankcase is down be sure to clean out the muck that has accumulated at the bottom. This is caused by dirt being sucked through the breather tube.

The old car is never so completely satisfactory as when you've done a lot of tall figuring and have decided that you must keep it another year.

For Easier Riding

Removing a leaf from each of the rear springs will make the car ride easier, but it is not usually recommended. However, there may be circumstances where little weight is carried on the rear axle, and under such circumstances no harm would be done provided the car was equipped with rebound checks. Usually, however, hard riding springs can best be remedied by graphiting between the leaves.

History Repeats Itself

Now that the cartoonists and humorists are poking a lot of fun at the folk who are beginning to use balloon tires it is interesting to note that the first pneumatic tires known to the civilized world were known as "patent aerial wheels." So history again repeats itself by showing that the first and the latest tires are accused equally of having much to do with flying. The remarkable aerial wheels, by the way, were the invention of Robert William Thompson of London. The year was 1846—just 78 years ago.

Too Much Repairs

In considering the advisability of making extensive repairs in order to remedy one particular trouble always figure on the amount of new trouble that may be occasioned by the "operation." One car owner recently had the camshaft removed and when the job was completed he found that he had acquired a set of noisy timing gears that was thrown slightly out of line by the change.

This and That

That oil leak around the flywheel may be nothing but an accumulation of dirt at the end of the engine pan. Water and oil which has dripped from the engine gets damned up instead of running off to the road, and the flywheel in dipping into it splashes the liquid compound around under the floorboards. Where flywheels are entirely encased, of course, this does not apply.

If the lines of the car are a little out of date a little striping when the car is being painted will ofttimes bring it right into style. At the recent automobile shows many dealers vastly improved their cars—and particulaly the disc wheels—by means of striping.

A true story is told of a car owner who was forced to consult a repair shop because his motor would not stop. It was such a shock to the repairer that he thought the car owner "had 'em." He suggested stalling the engine as a remedy, and let it go at that. The next day the owner discovered a stray wire dangling behind the instrument board. It touched the terminals of the ignition switch, and thus completed the ignition circuit whether the switch was "on" or "off."

When A Leak Isn't

Motorists with gas tanks that have on a protective covering are frequently puzzled by what appears to be a tank leak. They see a little gas dripping from the bottom of the tank and seeing no signs of gas around the top of the tank cover imagine they are due for a little trouble. In a typical case of this sort it was found that the tank was too full and that the gas in spilling over the neck of the filler pipe had run down between the top of the tank and the tank cover. Had there been no cover the owner would have immediately discovered the source of the leakage. Where the gas tank is largely covered by the trunk rack or a flange from the body this situation is largely to be met with, and should be ignored accordingly.

He'll Tell You

An annual event for the average motorist is to go to his repairer with a list of things that need to be done to the car. This is all very well, but perhaps if the repairer were invited to take the wheel he might discover that the list revealed some glaring ommission. It is possible that the repairer might find some false alarms on the last, or at least some small thing that he could remedy with a word of advice or a few drops of oil. Troubles, like habits, can grow on a motorist without his realizing it. But someone else will catch them in a minute. So if in doubt as to the wisdom of your repair order, ask the mechanic. He'll tell you the facts after being ten minutes at the wheel of your car.

Condenser Test

Do the breaker points seem to blacken quickly? If they do it is a sign that the condenser needs replacing or repairing. Breaker points, of course, must be cleaned ever so often, depending upon the amount and kind of use the car gets, and the condition of the points themselves. But if they will not stay clean more than a few days of ordinary running the condenser is the bad actor.

Speed Since Time Began

The Traffic Officer May Be Consoled to Learn That 'twas Ever Thus and That His Stone-age Ancestor Had Identical Problems in Keeping the Peace

By Carter Harrison Hites

(In the American Motorist)

Ever man's fetich, the God of Speed,
Down from the Neolithic Age till now,
Faster and faster has made our need,
So we're getting swifter each day, I vow.
—**Ballads of a Speed Fiend.**

The First Speeder

SAMMY SKINCLOTHES was the first speeder.

Mounted on his trusty Dinosaurus, with one arm tighly clutching Mabel Fangtooth while the other grasped the cocoanut shell in which was stored the fermented juice of grape and other fruits on which he acquired the urge to annihilate space, Sammy would dash madly down the only decent mountain trail in that vicinity, driving slower folk from the road and causing Traffic Officer Wolfrobe much trouble.

Quintus—The next speeder recorded.

Sammy's actions would invariably be followed by an appearance before Judge Bearhide and, displaying a chastened mood, would be let off with a fine of ten clamshells and the costs, which amounted to five more clamshells. The town council would meet that night in a secluded cove and resolute about the growth of the traffic problem, which was fast getting past solution and would mark up a few one-way trails and wait for the next outbreak.

Figuring from the viewpoint, it is readily seen that the traffic problem is nothing new.

Since the beginning of time there has been an urge for speed and still more speed. This urge has proven the impetus for the development of the trotting and running horse, the steamboat, the locomotive, the automobile and finally the airplane. Predictions that a trip around the world may be made in a few days will eventually become a reality.

But getting back to the speeder, A. Van Muffling, writing in the New York World, informs us that the ancient Romans (96 B. C.) were also addicted to violation of the speed laws. He recites the case of one Quintus Tertullis Varus, appearing before the old Roman judge on a charge preferred by Officer Octavius Teler of the Traffic Department, who declares that Quintus drove his rheda, while under the influence of intoxicants, in such a manner as to endanger the lives of worthy citizens of the Empire. The judge points out that, according to the officer, the young man was under the influence of Felerian wine drunk at a riotous party and also recalls that, as the son of a senator, young Quintus should know that the law allowing fines in such cases has been repealed and that he (the judge) has no recourse save to sentence Quintus to one month in the ergastulum.

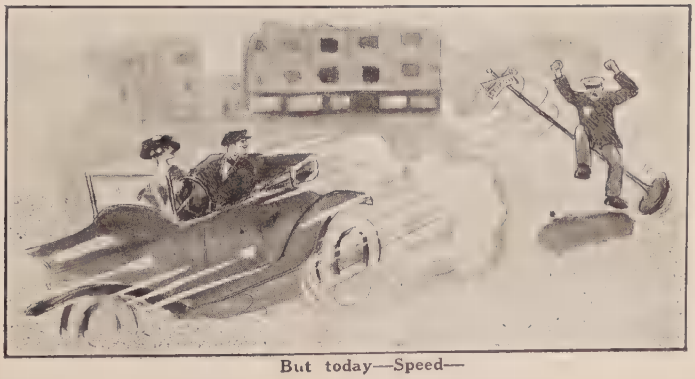
According to historians, this was an actual fact. The Romans were compelled to make reckless driving subject to a jail sentence because of the young bloods to whom money, and consequently a fine, meant nothing.

The one-armed lad our grand dads were like.

Later on the laws of Great Britain had to be amended to make the reckless driving of coaches and other vehicles in the streets of cities and villages a misdemeanor punishable by imprisonment rather than fine, because the principal offenders were young men whose parents were wealthy and who paid no attention to a fine.

And so on down through the ages there has ever been a traffic problem.

(Continued on Page 23)



But today—Speed—

Where the Editor Parks

Application filed for entrance as second-class mail.

The Carolina Motorist is the Official Organ of the Carolina Motor Club, With General Offices in Greensboro, N. C., and C. W. Roberts is Editor and Manager

Vol. II. No. 9
July, 1924

Two Dollars the Year

Twenty-five Cents the Copy

The constitution isn't the only thing that follows the flag. So does the filling station.—**Detroit Motor News.**

Take care that the face you see in your mirror in the morning is pleasant to look at. You may not see it again all day, but others will.

Wanted—A white man to milk and run a Ford car. (Adv.) We wonder if—but oh, pshaw. It couldn't be true.—**The Eagle.**

An Ohio village reports that a man died while waiting for his auto to be repaired. We've heard of them growing whiskers and ageing perceptibly, but this takes the rubber corkscrew.—**Cincinnati Enquirer.**

Some of the best repartee in the world occurs to the driver a couple of hours after his argument with a traffic cop.—**Ohio Motorist.**

It is dangerous to drive with one hand. More than one fellow has run into a church doing it.—**Mack's Bulletin.**

Yes, sir, I am convinced that the second-hand car that I bought the other day was made by the same concern that puts out these come-apart cuff buttons.

Don't think the train has passed just because you see its tracks.—**Oakland County Motorist.**

Once there was a traffic cop who was kind and considerate and who never failed, when the engine died on the street, to come over and say, "That's too bad. But don't get excited. Take your time getting her out. The people behind don't mind."

The copper died from being kissed so much by motorists.—**Mack's Bulletin.**

For the benefit of spooners who might better stop the car while they bill and coo it should be remembered that a kiss is as good as a mile.

The joy that surpasseth all understanding is the thrill that comes to a Ford owner when he buys a real horn and sees a Rolls-Royce get out of his way.

You can tell how far an automobile will jump by letting in the clutch abruptly, but only trouble hunters do it.

ON BLUE ORDINANCES

Once upon a time, as all stories begin if they have been properly prepared, a Mere Tourist dropped into an Important Town. The town was important in its own eyes, only. The tourist felt very "mere" after the town had done with him. He learned that the constitution was a scrap of paper and that there was little that that town could not do, once it set its head to.

As a matter of fact, the Mere Tourist needed gas. Now, gas is not one of the necessities of life, except on occasions, and this was one of the occasions. He needed gas because his bus would not run on soft-coal or its reputation. And because he must needs be at a point so distant that he feared he could not push it and walk. So he applied for gas, and was told that the City Fathers had ruled that gas should not be sold on Sunday. Sunday was a day of Rest, they told him, and he could either rest or go to Sunday School. The Mere Tourist did not feel that he could spare that much time and so left his bus and boarded a train. The train made money out of the transaction—but the town lost its reputation for hospitality.

The same Mere Tourist decided, while awaiting the train, since he had forgotten to eat in his hurry to start that he should have a cup of coffee. It is not recorded in Jones' Atlas of Eats as to whether coffee is an essential commodity, but he found that no one used coffee on Sunday in this Important Town. The Cafe man told him that he could not sell it, and the blue-coat just at his elbow affirmed the decision. It was five minutes past twelve and he should go home to sleep so that he could get up and go to Sunday School.

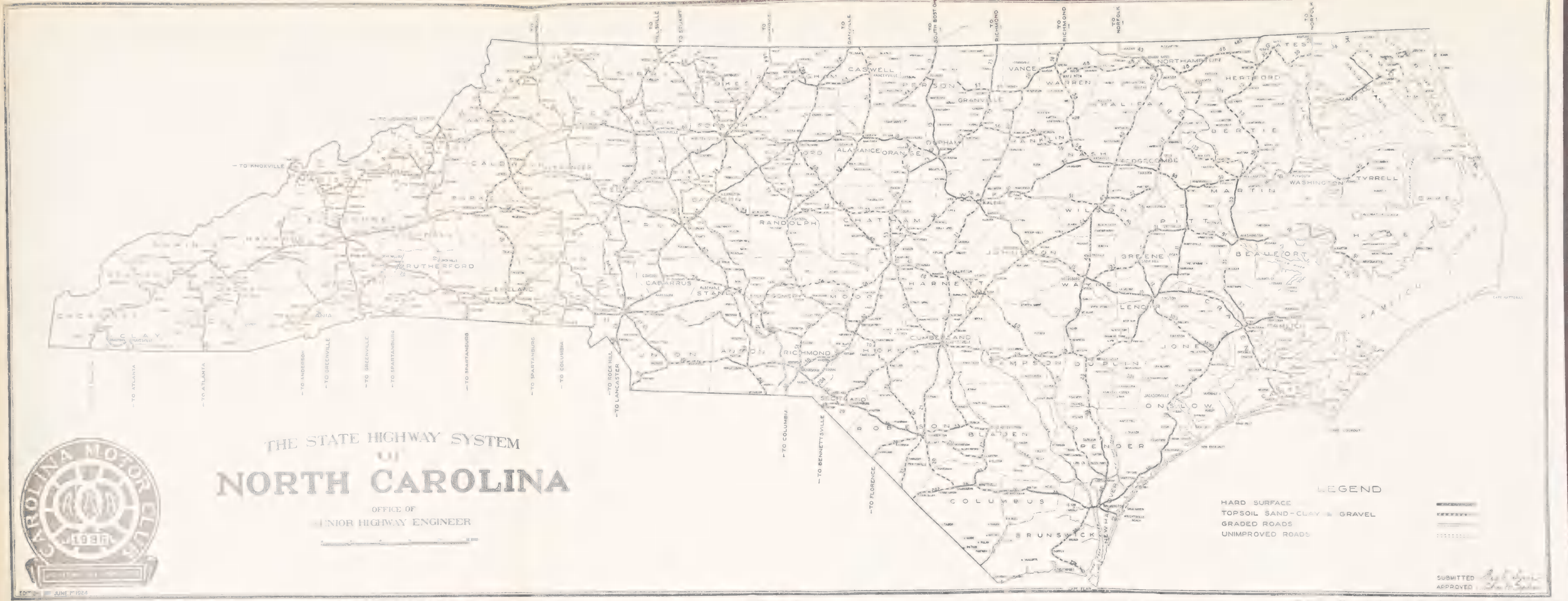
Let the Mere Tourist have a chance! He might need it and certainly this would make things easier for him on his hurried journey.

PAGE AND UPHAM

In demonstrating to the world that North Carolina is building roads, Frank Page and Charlie Upham demonstrated, accidentally, the fact that they are road builders. Of course, everybody in North Crolina knew this, and the people of North Carolina are anxious to tell it. That is one reason why the great road buliding demonstration and Pan-American Road Congress was a success. Keenly appreciating the hospitality of North Carolina, the Pan-American delegates left thinking North Carolina a decidedly good egg. And Page and Upham, as far as they were concerned, represented North Carolina.

This kind of thing only happens to a state in a decade—sometimes never happens. It is the rebound of accepted opportunity. And North Carolina, in staging a "shirt-sleeve" demonstration did nothing out of the ordinary, for North Carolina is a "shirt-sleeve" state. When a thing must be done, it is not long before some several progressive citizens are in their shirt-sleeves—doing it! That reveals the North Carolina spirit; that tells the tale. Every body works for the Old North State in a manner conducive to success—and success attends their efforts.

Frank Page, gentleman, scholar, soldier, banker—and road builder. A man of high calibre, fine ideals and



NORTH CAROLINA DETOUR REPORT

JUNE, 1924

ROUTE NO. 10

BETWEEN COUNTY WHARF IN THE CITY OF BEAUFORT AND CITY LIMITS OF BEAUFORT—Eastbound traffic [illegible] right as directed by large stand sign [illegible] gate along [illegible] Street two blocks to Pollock Street [illegible] left on [illegible] follow two blocks to Cedar Street, thence [illegible] Street two [illegible] to Craven Street, thence to left on [illegible] one block to [illegible] Street; thence to right on [illegible] to Turner [illegible] thence to left down Turner [illegible]

Westbound traffic [illegible]

NEW BERN-KINSTON—[illegible]bound traffic [illegible] to the left as directed by large sign [illegible] Street in New Bern, following Route No. 30 to Deep Gulley; thence to the right following large stand signs marked Route No. 303 and Route No. 10 to Kinston, entering Route No. 10 at Queen Street in the city of Kinston.

Eastbound traffic detour out of Kinston as directed by large signs, following reverse of the above.

SALISBURY-STATESVILLE—Westbound traffic follow Route No. 80 from Salisbury to Mocksville and Route No. 75 from Mocksville to Statesville.

Eastbound traffic follow reverse of above.

GLEN ALPINE-BRIDGEWATER—[illegible]bound traffic turn to left 1.72 miles from Glen Alpine [illegible], "Detour," thence in a southeasterly direction along detour (crossing [illegible] graded highway), for a distance of 600 feet to intersection of old [illegible] way, thence along old undisturbed highway 5.7 miles to Bridgewater.

Eastbound traffic follow reverse of above.

MARION-OLD FORT—Central Highway—Westbound [illegible] to left (90 degree turn) at east city limits of Old [illegible] detour a distance of two hundred feet to the top of Southern [illegible] cut, thence turn sharp angle (90 degrees) to right and proceed [illegible] westerly direction parallel to Southern Railway tracks, a distance of one-half mile to fountain at Old Fort Station, thence sharp angle (90 degrees) to right, a distance of 100 feet to intersection of new highway to Asheville.

Eastbound traffic follow the reverse of above.

OLD FORT-RIDGECREST—Eastbound traffic turn to right 0.60 mile from Buncombe County line (sign marked "Detour"), thence along new graded roadway 0.5 mile to connection of old highway; thence to Old Fort on undisturbed highway. Lights maintained by Contractor at night.

CANTON-WAYNESVILLE—Westbound traffic turn left at detour sign in city of Canton and follow paved road to Woodrow. Turn right at end of concrete paving, cross Pigeon River on steel bridge, and follow gravel road No. 286 to Waynesville.

Eastbound traffic follow reverse of above.

BRYSON CITY-MURPHY—Leave Route 10 at Swain; thence over Route 286 to Franklin; thence over old Route 28, which is very rough, to Andrews; thence along Route 10 to Murphy.

Traffic from Murphy to Bryson City follow reverse directions.

MURPHY-GEORGIA LINE—Short detours, plainly marked, and in good condition.

ROUTE NO. 11

PINK HILL-KENANSVILLE—Southbound traffic turn to the left at large stand sign about four miles south of Pink Hill, follow signs, entering Route No. 301 just east of Weaver's Bridge; turn to the right as directed by large stand signs, following Route No. 301 to Kenansville.

Northbound traffic turn to the left at large stand sign just east of Weaver's Bridge, following the reverse of the above.

ROUTE NO. 13

BETWEEN ROXBORO AND DURHAM—Southbound traffic turn to left at detour sign at Helena Crossroads 8.5 miles from Courthouse in Roxboro and follow detour by way of Helena to the present road 2.3 miles north of Durham-Person County line. Turn to the left and follow Route No. 13.

Northbound traffic turn to right at detour sign 2.3 miles north of Durham-Person County line and follow reverse directions.

ROUTE NO. 15

GLASS-CONCORD—Southbound traffic turn left at Cook's Crossing, large detour sign, cross railroad, follow old Concord-Salisbury road one-half mile, enter new road at large detour sign.

Northbound traffic turn to the right at large detour sign two miles north of Concord and follow reverse of the above directions.

ROUTE NO. 16

NEWTON-LINCOLNTON—Follow new road, Route No. 16, from Newton to C. & N. W. overhead crossing near Lincolnton, turn left and follow detour as marked into Lincolton. Caution is given to look out for short local detours around bridges.

Traffic from Lincolton to Newton follow reverse of above.

ROUTE NO. 19

ROAD BETWEEN WOODLAWN AND LITTLE SWITZERLAND is closed to traffic, except at 7:00 A. M., 12:00 Noon, and 6:00 P. M.

ROUTE NO. 20

WILMINGTON-WHITEVILLE—Westbound traffic cross railroad tracks at Leland and follow Route No. 20 to Freeman, turning to right and passing over county highway for 1.75 miles; thence left to Wananish. This detour is plainly marked.

[illegible]—Traffic follow old road, Route No. 20, [illegible]ction, [illegible] in fair condition. Caution is given to [illegible]ruction forces the entire length of the road. Route [illegible] Laurinburg or turn south at detour sign and follow re[illegible]

SHELBY-KINGS MOUNTAIN—Eastbound traffic turn sharp to right at stand sign intersection of Warren and Marion Streets in Shelby, following hard-surfaced road to Cleveland Springs Hotel, here turn to left following topsoil road as directed by signs, via Stony Point [illegible] store, entering Route 20, interesction of Piedmont and [illegible] in Kings Mountain.

Westbound traffic turn sharp to right at stand sign intersection of King and Piedmont Streets in Kings Mountain and follow reverse of above.

BAT CAVE-ASHEVILLE—Westbound traffic follow Route No. [illegible] from Bat Cave to Hendersonville, thence to Asheville on Route No. [illegible] Eastbound traffic follow reverse directions.

WHITEVILLE-HALLSBORO—Eastbound traffic turn to right at court house, Whiteville, follow concrete road through Vineland and across A. C. L. R. R., to end of concrete road two miles from court house. Turn sharp to left at New Britton road, thence five and one-half miles turn to left, thence two miles turn to left, thence seven and one-half miles to Hallsboro; turn to right at Hallsboro for Route No. 20.

Westbound traffic turn to left at barricade in Hallsboro, cross A. C. L. R. R., thence seven and one-half miles, turn to right, thence two miles, turn to right, thence five and one-half miles, turn to right, on concrete [illegible]. Follow concrete road across A. C. L. R. R., and through Vineland, to Whiteville court house where detour ends. This detour is well marked at every turn.

ROUTE NO. 24

[illegible]E-RAEFORD—[illegible] Route No. 24 over concrete [illegible] miles from [illegible]tteville; turn to right and go [illegible] Chicken Road; follow along Chicken Road [illegible] to left parallel to the A. & R. Railroad [illegible] Route No. 24 one mile to detour sign [illegible] of [illegible] station; [illegible] 4.2 miles via Galatia Church; [illegible] follow Route No. 24 in Hoke County to Raeford.

ROUTE NO. 27

CHARLOTTE-ALBEMARLE—Through traffic from Charlotte to Albemarle go by way of Concord over Route 15 from Charlotte to Concord and Route 74 from Concord to Albemarle. Traffic from Albemarle to Charlotte follow reverse of above.

Local traffic follow Route No. 27, which is continuous detour from end of hard surface road [illegible] miles east of Charlotte to Albemarle.

CHARLOTTE-LINCOLNTON—Northbound traffic turn left at Alexis and follow detour signs five miles to Route No. 16; turn right and follow Route No. 16 four miles; turn left and follow as marked three miles to Lincolnton.

Southbound traffic follow reverse of above.

ROUTE NO. 32

EDENTON-HANCOCK; Via Paradise—Leaving Edenton turn to right at large detour sign just across railroad; follow railroad one-half mile and turn to left; follow signs to Hancock; turn to right and strike Route No. 32.

Going to Edenton, turn to left at large detour sign at Hancock curve, follow signs to railroad, turn right and follow railroad to pavement on Main Street, Edenton.

ROUTE NO. 40

ENFIELD-HALIFAX—Northbound traffic turns to right at forks of the road two miles north of Enfield and follows detour via Crowell's crossroads to Halifax.

Southbound traffic takes the left-hand road three and one-half miles south of Halifax and follows detour signs via Crowell's crossroads to Enfield.

WILSON-FREMONT—Southbound traffic turn to right as directed by large stand sign at Wiggin's Mill; follow Route No. 22 to large stand sign at a point on Route No. 22; turn to the left as directed by large stand sign; follow signs, entering Route No. 40 at Black Creek Crossroads.

Northbound traffic turn to the left as directed by large stand sign at Black Creek Crossroads, following the reverse of the above.

KENANSVILLE-PENDER COUNTY LINE—Southbound traffic at Charity crossroads, on Route No. 40, detour to the right and follow the detour signs to Rose Hill, thence to Teachey, thence to Wallace, thence to Willard Station and thence easterly along the county road to Route No. 40 at about five miles from Wallace.

Northbound traffic detour to left at about five miles south of Wallace and follow the detour signs to Willard, thence to Wallace, thence to Teachey, thence to Rose Hill and thence to Charity crossroads, on Route No. 40.

BETWEEN KENANSVILLE AND FIVE MILES SOUTH OF WALLACE—Southbound traffic turn to the right as directed by large stand sign eight miles south of Kenansville, follow signs to five miles south of Wallace.

Northbound traffic turn to the right as directed by large stand sign five miles south of Wallace and follow the reverse of the above.

WILMINGTON-BURGAW—Northbound traffic follow Route No. 40, detour at Rocky Point to left, follow old road approximately two miles to crossroad, turn to right and follow road to Burgaw. Detour is plainly marked.

ROUTE NO. 50

NORLINA-WISE—Northbound traffic take county road from Norlina to Warren Plains; thence over the county road to Wise. Detour in good condition and properly marked.

YOUNGSVILLE-RALEIGH—Northbound traffic turn to right at Millbrook and follow detour 1.7 miles to intersection of road from Rolesville to Raleigh; follow county road by Rolesville to Wake Forest.

Southbound traffic follow reverse directions.

ROUTE NO. 57

HENDERSON-OXFORD—Southbound traffic from Henderson follow Route No. 57 to end of Garnett Street, turn to right and follow detour signs seven miles, then Route No. 57 to Oxford. Northbound traffic reverse direction and follow signs to Henderson.

ROUTE NO. 60

WILMINGTON-CLINTON—Follow Route No. 40 to Rocky Point, approximately two and one-half miles, from junction with Route No. 60; turn to left following road to the railroad; thence turn left for one block; thence turn right, crossing the raiload and follow this road to old Burgaw road; turn to left and follow same to Route No. 60 at Bell's Schoolhouse; thence turn right towards Clinton. The detour is in good shape and well marked.

Coming to Wilmington will be just opposite of these directions.

LILLINGTON-DUKE—Eastbound traffic turn to left at large detour sign one mile north of Lillington and follow detour for about five and one-half miles until it joins Route No. 60 three miles west of Coats.

Westbound traffic keep straight road at large detour sign three miles west of Coats and follow reverse route.

SANFORD-JONESBORO—Southbound traffic turn to left at corner of Chatham and McIver streets; follow out McIver street about 0.8 of a mile; turn right at sign and go south for 0.1 of a mile; turn left at sign and go east for two miles which puts you on the main street in Jonesboro. Turn left for Route No. 60.

Northbound traffic follow reverse directions.

BETWEEN WINSTON-SALEM AND YADKINVILLE—Westbound traffic follow Route No. 65 west out of Winston-Salem twelve miles, turn right follow soil road ten miles via Farmington to Route No. 80, turn sharp right and follow Route No. 80 north nine miles to Yadkinville.

Eastbound traffic, turn right in Yadkinville, follow Route No. 80 south nine miles and follow reverse route of above.

ROUTES NOS. 65 AND 709

WINSTON-SALEM - MOCKSVILLE—Traffic from Winston-Salem take right-hand road at large detour sign one mile after crossing Yadkin River, follow soil road for five miles to Farmington; turn sharp left, follow soil road five miles coming back into main road at end of concrete pavement four miles from Mocksville.

Traffic from Mocksville follow reverse route.

REIDSVILLE-LEAKSVILLE—Northwest traffic detour as directed by signs at the north limits of Reidsville over county road to Leaksville.

Southeast traffic from Leaksville detour to the left at large stand sign on the south of covered bridge at Leaksville and follow reverse of above.

Traffic to Wentworth using Route No. 65, as usual.

ROUTE NO. 66

PILOT MOUNTAIN-MT. AIRY—Northbound traffic turn right at north end of concrete road through Pilot Mountain; follow soil road to Westfield; thence over Route No. 89 to Mt. Airy.

Southbound traffic follow reverse route.

ROUTE NO. 68

BETWEEN NORTH WILKESBORO AND JEFFERSON—Traffic from North Wilkesboro turn left at large detour sign five miles from Jefferson; follow detour as marked to and through West Jefferson.

Traffic from Jefferson will detour via West Jefferson. This detour has steep grades and gets bad in wet weather.

ROUTE NO. 70

REIDSVILLE-GREENSBORO—Southbound traffic take right-hand road at large sign at south corporate limits of Reidsville and follow signs via Monroeton to Brown Summit; thence over Route No. 70 to Greensboro.

Northbound traffic follow reverse of above, leaving Route No. 70 at large sign in Brown Summit.

RANDLEMAN-ASHEBORO—Southbound traffic detour to the left at large stand sign at southern limits of Randleman, over gravel topsoil road into Asheboro, as directed by sign. In Asheboro northbound traffic follow Route No. 70 to a point approximately two and one-half miles north of Asheboro; thence to the right, over Route 62 to Central Falls. Turn sharp to left at stand sign, following county road into Randleman.

ROUTE NO. 75

STATESVILLE-TAYLORSVILLE—Traffic from Statesville to Taylorsville will follow old road, Route 75, to Stony Point, turning left, crossing railroad, thence turn right and continue along new road, Route 75, to Taylorsville.

Traffic from Taylorsville to Statesville follow the reverse of above.

ROUTE NO. 77

HIGH POINT-ASHEBORO—Southbound traffic follow Route No. 77 to Hinshaw Forks, thence sharp to left as directed by signs to southern edge of Randleman; turn sharp to right at large detour sign, and follow same as directed by signs in Asheboro. Northbound traffic detour out of Asheboro as directed by large stand sign, following reverse of above.

ROUTE NO. 89

WINSTON-SALEM-WALKERTOWN—Traffic from Winston-Salem will follow Route No. 65 north nine miles; turn sharp left, follow soil road one mile to Walkertown.

ROUTE NO. 90

TARBORO-BETHEL—Eastbound traffic turn to left at large detour sign at east end of Tar River bridge,, and follow detour signs to Bethel and the concrete roads to Robersonville and Greenville.

Westbound traffic turn north at large detour sign in Bethel, crossing railroad and following signs to Tarboro, coming back on Route No. 90 at east end of Tar River bridge.

ROBERSONVILLE-WILLIAMSTON—Eastbound traffic turn left at large detour sign on Main Street, Robersonville, and follow signs through town of Gold Point to Route No. 125, thence into Williamston on Route No. 125.

Westbound traffic turn right at large detour sign on Main Street, Williamston, and follow reverse of above.

ROUTE NO. 91

WILSON-FARMVILLE—Eastbound traffic turn to the right at Nash Street in the city of Wilson as directed by large stand sign; follow signs into the city of Farmville. Westbound traffic turn to the left in the city of Farmville at large stand sign, following the reverse of above.

GREENVILLE-WASHINGTON—Eastbound traffic leave Route No. 91 at "Five Points" in Greenville, via Evans street and 14th street, to county pavement towards Cox's Crossing to large detour sign about four miles from Greenville; turn sharp to left on earth road following signs via Simpson, entering Route No. 91 about one-half mile past Simpson onto pavement, turning to right and following Route No. 91 (pavement) to Washington.

Westbound traffic leave Washington across river, following Route No. 91 via Marsden and Grimesland to a point about five miles east of Grimesland, i. e., to large detour sign on pavement. Leave pavement, turning to left and following detour signs via Simpson to county pavement—about four miles between pavements. Turn to right and follow pavement into Greenville, again entering Route No. 91 at "Five Points."

ROUTE NO. 207

BETWEEN FOREST CITY AND SOUTH CAROLINA LINE—Southbound traffic will follow Route No. 207 to top of hill on Main Street in Cliffside (detour sign), turn left on block, turn right. Follow this street to intersection with Route No. 207 in front of Cliffside Mills Store.

Northbound traffic will follow Route No. 207 past garage at Cliffside (detour sign), turn right and follow this street three blocks and turn left on block back into Route No. 207.

ROUTE NO. 285

DILLSBORO-FRANKLIN—At Dillsboro follow old county road to wooden bridge over Tuckaseigee River; cross river and follow newly graded road to foot of mountain near Gay. From Gay to top of Cowee Gap follow old road, thence to Franklin via well-marked county road.

ROUTE NO. 286

FRANKLIN-GEORGIA STATE LINE—Follow new graded road.

ROUTE NO. 342

EDENTON-HERTFORD—Eastbound traffic leave Edenton via Virginia Road to Small's Crossroads, and follow detour signs to Hertford.

Westbound traffic leave Hertford via Center Hill road; follow detour signs to Small's Crossroads; thence along the Virginia road to Edenton.

HERTFORD-ELIZABETH CITY—Eastbound traffic leave Hertford via New Hope road; follow this road five miles to large detour sign; turn to left and follow signs back to main road; thence over main road to two miles east of Woodville to large detour sign; turn to right and follow detour signs to Elizabeth City.

Westbound traffic leave Elizabeth City on main road; turn to left at large detour sign two miles west of Elizabeth City; follow detour signs back to main road; thence over main road to detour sign, 1.5 mile west of Woodville, and follow signs to Hertford.

ROAD CONDITION REPORT ISSUED BY THE SOUTH CAROLINA HIGHWAY DEPARTMENT FOR WEEK ENDING JUNE 19, 1924

Note:—The following report is based on information received Thursday, June 19th, and does not take into consideration and rains that might occur after that day.

GENERAL CONDITION:—Fair to good in southeastern section. Good in Northwestern section.

Route No. 2.—Charleston-Summerville-Orangeburg-St. Matthews-Columbia-Newberry-Greenville - Easley - Seneca - Walhalla - Georgia line. Charleston to 16 mile post paved, thence to Summerville to Orangeburg County line good. Orangeburg County line to Columbia fair to good. Short detour near Dixiana in fair condition and well-marked. Columbia to Newberry road paved 18 miles thence to Greenville good throughout. Slightly soft between Prosperity and Newberry. Greenville to Easley to Calhoun to Walhalla good. Being scarified to Liberty. [illegible] to Mountain Rest fair. For Hendersonvil and Asheville take [illegible] way of Union and Spartanburg.

Route No. 8.—National Highway: Grover-Blacksburg-Gaffney-[illegible]nburg-Greenville-Anderson-Alfords Bridge. Good throughout, [illegible] detour between Spartanburg and Cowpens due to hard-surfacing, good. Toll bridge over Savannah River.

Route No. 12.—Jefferson Davis Highway: Augusta-Aiken-Batesburg-Lexington and Columbia good to excellent throughout.

Routes No. 7 and 16.—Charlotte-Rock Hill-Chester-Winnsboro-Ridgeway and to Columbia. Charlotte to Fort Mill under construction. Traffic advised to go by way of York road from Charlotte and turn to left about three miles from Buster Boyd bridge over Catawba River [illegible] into Route No. 7 at Fort Mill. Fort Mill to Rock Hill ex[illegible]. To Chester to Blackstock to Winnsboro to Ridgeway good. [illegible]y to Columbia paved except three mlies south of Ridgeway which is fair.

Route No. 19.—Appalachian Highway: Newberry-Whitmire-Union-Glenn Springs-Spartanburg-Landrum and to Saluda, Hendersonville and Asheville in North Carolina good throughout.

Routes Nos. 29 and 21.—Dixie Highway: Asheville-Hendersonville-[illegible]ville-Greenwood-Edgefield and Augusta. North Carolina line to Greenvlile to Princeton good. Princeton to Ware Shoals to Greenwood to Edgefield County line good. Edgefield County line to Edgefield fair to good. Edgefield to Trenton to Aiken County unimproved but passable. Thence to Augusta fair. Traffic can also go from Trenton [illegible] Route No. 27 to Aiken and Route No. 12 to Augusta. Trenton to Aiken good except 5 miles, unimproved but passable. Aiken to Augusta fair.

Routes Nos. 10 and 20.—Alternate to above route between Greenwood and Augusta. Greenwood to McCormick to Parksville good. Parksville to [illegible]annah River good. Ferry does not operate between 8 p. m. and [illegible] a. m. Savannah River to Augusta good.

Routes Nos. 22 and 7.—Newberry-Greenwood-Abbeville-Calhoun Falls. Good throughout, short detours around bridges under construction between Abbeville and Calhoun Falls which are passable.

Routes Nos. 26, 41 and 44.—Camden-Sumter-Manning-Kingstree-Georgetown. Camden to Kershaw-Sumter line near Rembert good. County line to Rembert fair. Rembert to Clarendon County line excellent, mostly paved. Clarendon County line to Manning fair to good but rough in places. To Kingstree fair to good. Kingstree to Andrews rough for 3 miles out of Kingstree, balance generally fair to good. Andrews to Georgetown generally fair to good.

Route No [illegible]—Camden - Kershaw - Lancaster - Charlotte. Good throughout.

Route No. 3.—Columbia-Sumter-Florence-Marion-Nichols. Columbia to Wateree River good to excellent, 17 miles paved. Wateree River to Statesburg good. Statesburg to Sumter detour by Wedgefield. Detour good to Wedgefield and excellent (paved) Wedgefield to Sumter. Sumter to Maysville excellent. Maysville to Timmonsville fair. Timmonsville to Florence paved road. Florence to Pee Dee to Marion to Mullins to Nichols fair to good. Toll bridge over Pee Dee River. Nichols to North Carolina sandy and very rough but passable. Bridge under construction over Lumber River near Nichols.

Route No. 27—From Route No. 2 at Dorchester via St. George-Branchville-Bamberg-Blackville-Aiken and Route No. 12 to Augusta. Dorchester to Reevesville to Dorange fair. Dorange to Branchville to Edisto River good. Approach and bridge at South Edisto River narrow and rough. South Edisto River to White Pond good to excellent. Whte Pond to Aiken fair.

Route No. 12.—Aiken to Augusta good.

Routes Nos. 6, 30 and 1.—Charleston-Savannah Highway: Charleston--Jacksonboro-Walterboro-Yemassee and Ridgeland and Savannah Charleston to Jacksonboro paved for 18 miles. Other sections to Jacksonboro fair. Jacksonboro to Walterboro fair. Walterboro to Yemassee under construction very rough but passable. Fair to Ridgeland. Under construction Ridgeland to Savannah River but in passable condition.

Routes Nos. 33, 1 and 30.—Orangeburg-Bamberg-Fairfax-Hampton-Yemassee and Beaufort. Good throughout to Fairfax. Fairfax to Hampton fair to good. Hampton to Varnville to Yemassee fair to good. Yemassee to Beaufort good.

Routes Nos. 34 and 41.—Camden-Bishopville-Darlington and Florence. Fair to good thorughout.

Routes Nos. 9, 23 and 38.—McFarland, N. C.-Cheraw-Bennettsville-Dillon-Latta-Marion-Conway and Myrtle Beach. McFarland to Cheraw to Bennettsville to Hebron Church good. Hebron Church to Dillon rough but passable. Dillon to Latta to Marion fair to good. Marion to Gallivants Ferry Swamp to Conway to Myrtle Beach fair. Bridge under construction near Conway.

Route No. 50.—Jefferson Davis Highway: Columbia-Camden-McBee-Cheraw and Raleigh. Columbia to Kershaw County line 16 miles paved. County line to Camden good. Toll bridge over Wateree River. Camden to Cheraw good. Cheraw to North Carolina fair.

Routes Nos. 2 and 41.—Cheraw-Darlington-Florence-Kingstree-Moncks Corner-Charleston. Cheraw to Society Hill under construction, but passable. Society Hill to Darlington to Florence to Effingham fair to good. Effingham to New Hope to Cowards under construction. New Hope new road in fair condition, detour marked, rough but passable. Cowards to Lake City to Kingstree fair to good. Kingstree to Santee River good. Santee River to Biggin Church fair. Biggn Church to Goose Creek fair. Goose Creek to Charleston paved.

(Supplement to the July, 1924 Carolina Motorist)

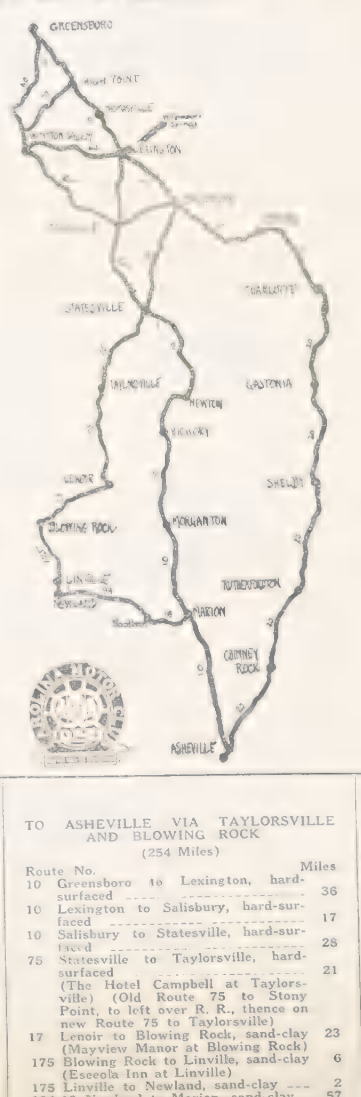
Westward Ho!

And Into Scenic Mountains We Go--To Blowing Rock or Linville or Chimney Rock and the Grandfather of the Land of the Sky

MOTORING in North Carolina has many thrills and interests; many delectable little surprises which surpass those of her sister states and add the beauties of comfortable travel over hard-surfaced or a fine type of sand-clay, gravel or top-soil road. And North Carolina has a resort to fit any purse; to fit every need and to provide the highest type of deluxe service or the simplest kind of rest and comfort. The establishment of a truly responsible and accurate Tourist and Resort Bureau is one of the principal aims of the Carolina Motor Club. It is hoped that soon the Club will be in position to provide leaflets and books of every resort, resort hotel or travel agency.

For one who would spend a week-end in the delightful atmosphere of age-old mountains enhaling the pine-scented airs and enjoying the generous hospitality of rugged country, this is written. Starting from Greensboro because we are forced to start from some place, and because Greensboro happens to be centrally located in North Carolina—where additional information can be supplied at the offices of the Carolina Motor Club—one could be entertained at more than fifty fine resort hotels before reaching Asheville.

Leaving on Route 10, one touches on High Point, Lexington and Salisbury through one of the most interesting sections of the State. An interesting side-trip from Lexington 10 miles on Route 75, brings one to Willomoore Springs, half-century old medical springs famed as the home of Polly Moore. A fine lake with bathing and boating and a new and modern hotel provide recreation and comfort. Dancing in a pavilion over the lake is quite an interesting past-time. The Springs are of a high medicinal quality and are recommended by leading physicians.



Continuing on Route 10, the motorist is entering the mountain regions, passing through Statesville, Newton and Hickory to Morganton. At Statesville, the Vance Hotel, a new structure of fine proportions, will furnish delightful hospitality. Luncheon here and then to Morganton, and the Caldwell Hotel, breaking your journey under the new roof of a fine new hostelry.

The next portion of the trip is keenly interesting. The grandeur of the mountains; the winding roads and sparkling brooks carrying-on beside the highway are calculated to make the tourist glad he has broken away from the desk and hot office for a week or a month or a week-end under the spell of the "Land of the Sky." From Morganton the winding road carries the motorist to Marion, Old Fort and to

(Continued on Inside Page)

TO ASHEVILLE VIA CHARLOTTE AND CHIMNEY ROCK

(230 Miles)

Route No.		Miles
10	Greensboro to Lexington, hard-surfaced	36
	(10 miles to Willomoore Springs from Lexington)	
10	Lexington to Salisbury, hard-surfaced	17
15	Salisbury to Concord, hard-surfaced	22
15	Concord to Charlotte, hard-surfaced	22
20	Charlotte to Gastonia, hard-sur.	21
	(Charlotte Hotel at Charlotte)	
20	Charlotte to Shelby, hard-sur.	24
20	Shelby to Rutherfordton, sand-clay	28
20	Rutherfordton to Chimney Rock, sc	21
	(The Mountain View Hotel at Chimney Rock) (Detour via Route 28 to Hendersonville—29 to Asheville)	
28	Chimney Rock to Hendersonville, sc	18
29	Hendersonville to Asheville	21
	(Carolina Terrace at Hendersonville)	
	(George Vanderbilt at Asheville)	

TO ASHEVILLE VIA TAYLORSVILLE AND BLOWING ROCK

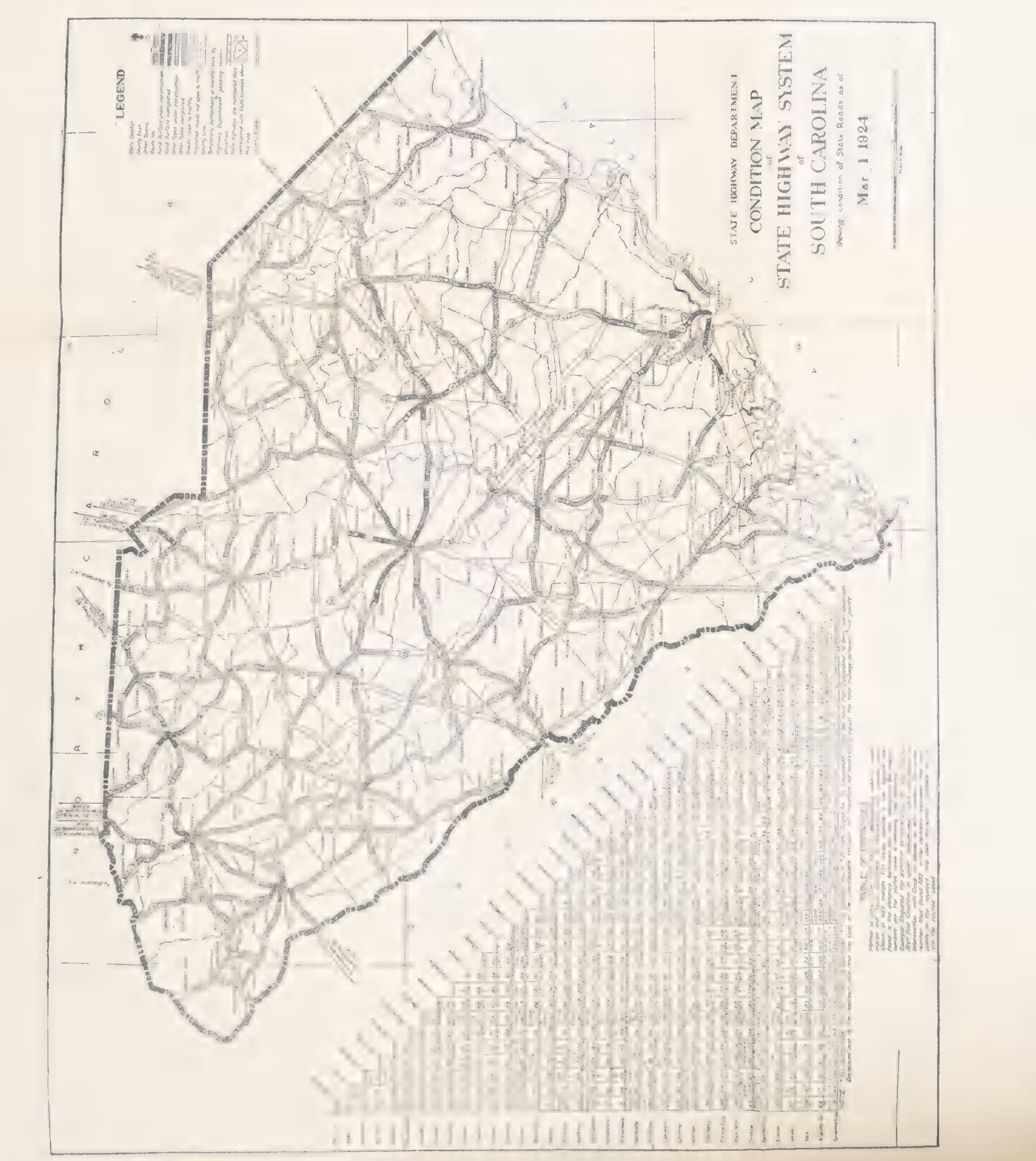
(254 Miles)

Route No.		Miles
10	Greensboro to Lexington, hard-surfaced	36
10	Lexington to Salisbury, hard-surfaced	17
10	Salisbury to Statesville, hard-surfaced	28
75	Statesville to Taylorsville, hard-surfaced	21
	(The Hotel Campbell at Taylorsville) (Old Route 75 to Stony Point, to left over R. R., thence on new Route 75 to Taylorsville)	
17	Lenoir to Blowing Rock, sand-clay	23
	(Mayview Manor at Blowing Rock)	
175	Blowing Rock to Linville, sand-clay	6
	(Eseeola Inn at Linville)	
175	Linville to Newland, sand-clay	2
194-19	Newland to Marion, sand-clay	57
10	Marion to Asheville, sand-clay and hard-surfaced	39
	(Detour to left at east city limits Old Fort, paralelling R. R. tracks to Old Fort Station, thence to right 100 feet and new highway)	

TO ASHEVILLE VIA STATESVILLE AND MORGANTON

(206 Miles)

Route No.		Miles
10	Greensboro to Lexington, hard-surfaced	36
10	Lexington to Salisbury, hard-surfaced	17
10	Salisbury to Statesville, hard-surfaced	28
	(The Vance Hotel at Statesville)	
10	Statesville to Newton, sand-clay and gravel	29
10	Newton to Morganton, sand-clay and hard-surface	34
	(The Caldwell Hotel at Morganton)	
10	Morganton to Marion, sand-clay and hard-surface	23
	(Detour 1.7 miles from Glen Alpine to left)	
10	Marion to Asheville, sand-clay and hard-surface	39
	(Detour to left at east City Limits Old Fort, paralelling R. R. tracks to Old Fort Station, thence to right 100 feet and new highway)	
	(The George Vanderbilt Hotel at Asheville)	



OFFICIAL GARAGES

(Town, Name, Hours for Service, Phones—Day and Night, in order.)

Albermarle—Auten-Wolft Motor Co.—All Hours—126-126.
Asheboro—Highway Service Station—All Hours—142-27.
Asheboro—Asheboro Motor Co.—7 A. M.-8 P. M.—175.
Asheville—Weaver Motor Co.—8 A. M.-7 P. M.—2211-840-L-3.
Asheville—Cazel Auto Service Co.—12 A. M.-12 P. M.—[illegible]-358.
Asheville—Asheville Mutual Oil Co.—No Road Service—4037.
Bailey—Auto Service Co.—7 A. M.-9 P. M.—10-1-10-2.
Biltmore—Gould Motor Co.—All Hours—1408-W.
Black Creek—Aycock Auto Co.—4003.
Blowing Rock—Service Garage—All Hours.
Brevard—McCrary Motor Co.—6 A. M.-12 P. M.—198.
Bryson City—Sandidge Motor Co.—All Hours—82-2.
Burlington—Midway Auto Co.—7 A. M.-8 P. M.—J-812.
Burlington—C. P. K. Motor Co.—7. A. M.-8 P. M.—825
Cary—Wilkinson Garage—7 A. M.-7 P. M.—Cary Central.
Conover—Conover Motor Co.—7 A. M.-8 P. M.—301-J.
Chadbourn—D. R. Connors Garage—7 A. M.-6 P. M.—2 Rings; 3 Rings.
Charlotte—Rust Motor Co.—7:30 A. M.-6 P. M.—218 (Studebaker service on[illegible]
Charlotte—B[illegible] Auto Serv[illegible]
Clayton—Berts [illegible]g Station—[illegible]
Clinton—Henry [illegible]n—6 A. M.[illegible]
Concord—Cabarrus Motor Co.—6 A. M.-11 P. M.—400-132-L.
Danville, Va.—Automotive Service Co.—7 A. M.-12 P. M.—45-11.
Dillon, S. C.—Anderson & Covington Garage—7 A. M.-12 P. M.—54.
Dunn—Z. V. Snipes Garage—6:30 A. M.-10:00 P. M.—24-168.
Draper, N. C.—Auto Repair Co.—7 A. M.-9 P. M.
Durham—Durham Motor Car Co.—7 A. M.-9 P. M.—410.
Durham—Harris Filling Station—6:30 A. M.-11 P. M.—635-635.
Elm City—Braswe[illegible] Motor Car Co.—All Hours—237.
Enfield—Thos. E. Marshall—7 A. M.-8 P. M.—262-211-J.
Fairmont—Webster Motor Co.—7 A. M.-8 P. M.—39-24-28.
Fallston—Smith's Service Garage—6 A. M.-9 A. M.
Farmsville—P[illegible] Auto Co.—7 A. M.-6 P. M.—747-87.
Fayetteville—Universal Garage Co.—7:30 A. M.-6:30 P. M.
Fayetteville—Lewis Motor Co.—All Hours—1082. (Dodge service only.)
Fayetteville—J. & N. Motor Co.—7 A. M.-6 P. M.—75-75.
Fayetteville—Sl[illegible]-Morgan Motor Co.—7 A. M.-6 P. M.—582-905L-835L.
Fayetteville—McN[illegible]
Fayetteville—S[illegible] Co.—[illegible]
Franklin—Po[illegible]er Motor [illegible]—7 A. M.-9 P. [illegible]
Franklinville—Franklinville Motor Co.—All Hours—95-95.
Fuquay Springs [illegible] Garage—7 [illegible] M.
Gaffney, S. C.—[illegible]
Gastonia—Red Lion [illegible]
Gastonia—Craig [illegible]
Gastonia—East A[illegible] 1036.
[illegible]
Gastonia—K[illegible]7-J-367-L.
Gastonia—W[illegible] P. M.—155-M.
Gastonia—L[illegible]
[illegible]
[illegible]
Gastonia—M[illegible] M.—474L-474L.
Gastonia—Hicks [illegible]
Goldsboro—Harris Motor Co.—7 A. M.-10 P. M.—838-482.
Goldsboro—Standard Motor Co.—7 A. M.-6 P. M.—872. Lincoln-Fords only.
Greensboro—Boren & Swaim Service Stations (Gasoline and oil service only.)—7 A. M.—10 P. M.—51.
Greensboro—Guilford Motor Car Co.—7 A. M.-12 P. M. for storage—8 A. M.-6:30 P. M.—166-166. (Franklin and Nash service only.)
Greensboro—Mebane-Rossell-Cress, Inc.—Dodge service only)—7:30 A. M.-6 P. M.—2351-2351.
Greensboro—Thos. C. Hunt, Inc.—8 A. M.-6 P. M.—260-227-J. (Packard service only.)
Greensboro—Winder Oil Co.—6 A. M.-12:30 P. M.—2605-2605.
Greensboro—Armfield Motor Co.—All Hours—1918.
Greensboro—Asheboro Street Garage—6:30 A. M.-10:30 P. M.
Greensboro—Dixie Sales Co.—7 A. M.-6 P. M.—1123.—(Ignition Service).
Greensboro—Greensboro Battery Station—7 A. M.-6:30 P. M.—1577-3[illegible] L-2.
Greenville, N. C.—Sugg Motor Co.—7:30 A. M.-9 P. M.—429.
Hamlet—Seaboard Filling Station—7 A. M.-10 P. M.—143.
Hamlet—Auto Inn—6 A. M.-10 P. M.—71W-71W.
Henderson—Landis Motor Co.—7 A. M.-6 P. M.—654.
Hendersonville—R. R. Motor Co.—7 A. M.-12 P. M.—27.
Hickory—Hickory Motor Corporation.—6 A. M.-11 P. M.—405-24.
High Point—White Way Motor Co.—7:30 A. M.-10 P. M.—393.
High Point—Sheraton Garage—All Hours, Close Sunday 9:30-1 P. M.—2485-2485. (Open for Road Service 7 A. M.-6 P. M.)
Hillsboro—Orange Motor Co.—7 A. M.-6:30 P. M.—98-[illegible]
Jamestown—Jamestown Motor Co.—7 A. M.-10 P. M.—5[illegible]
Kannapolis—R. M. Housel Garage—6:30 A. M.-9 P. M.—33[illegible]
Kings Mountain—Kings Mt. Motor Co.—7 A. M.-6 [illegible]
Kinston—Kinston Garage, Inc.—6:30 A. M.-10:30 [illegible]
Laurel Hill—Pate Overland Co.—7 A. M.-6 P. M.—391[illegible]
La Grange—Spence Auto Co[illegible] A. M.-6 P. M.—246.
Laurenburg—McN[illegible] A. M.-6 P[illegible]
Laurinburg—Billie[illegible] Service Station—All [illegible]
Leaksville, N. C.—Leaksville Motor Co[illegible]
Leaksville—Jones Motor Co.—7 A. M.[illegible]
Lexington—Gray Motor Co.—All Hours—353.
Lenoir—Merritt Motor Co.—Phone.
Liberty—Smith Motor Co.—7 A. M.-6 P. M.—7[illegible]
Lillington—Lanier Filling Station—All Hours—70.
Lincolnton—Hinson's Garage—7 A. M.-10 P. M.—291-296.
Louisburg—Beck's Garage—7:30 A. M.-11:30 P. M.—311-46.
Lumberton—Townsend Motor Co.—7 A. M.-6 P. M.—196-164.
Lumberton—Buddys' Service Station—217-J.
Madison—Rockingham Auto Co.—7 A. M.-7:30 P. M.—45.
Marshville—Marshville Motor Co.—7 A. M.-9 P. M.—164.
Maxton—Wilbarn Service Co.—7 A. M.-9 P. M.—215.
Mebane—James Warren Motor Co.—9 A. M.-6 P. M.—100-100.
Mebane—Elkins Motor Co.—7 A. M.-6 P. M.—134-91.
Mebane—Mebane Auto Co.—6 A. M.-9 P. M.—97-97.
Monroe—Monroe Motor Co.—7 A. M.-7 P. M.—699
Morehead City—Service Garage—7 A. M.-6 P. M.—1-J-10-J
Morehead City—Morehead City Garage—6 A. M.-6 P. M.—100-122-J.
Morganton—Erwin Bolton Motor Co.—7 A. M.-6 P. M.—112.
Morrisville—Brady Motor Co.—7 A. M.-9 P. M.
Mt. Olive—J. L. Hatchers Garage—7:30 A. M.-10 P. M.—82-133.
Mount Holly—K. & S. Filling Station—All Hours—433-433.
Mt. Airy—General Motor Co.—6 A. M.-6 P. M.—42.
McAdenville—McAdenville Garage—7 A. M.-9 P. M.—2402-2402.
Nashville—Wheeless Motor Co.—6 A. M.-10 P. M.—68-96-J.
New Bern—Wi[illegible] Motor Co.—7 A. M.-8 P. M.—287-794
New Bern—Ser[illegible] Motor Corp.—7 A. M.-12 P. M.—60[illegible]
Newton, N. C.—City Service Station—7 A. M.-9 P. M.—197-141.
North Wilkesboro—W. W. Call Motor Co.—7 A. M.-6 P. M.—238.
Oxford—Crenshaw Motor Co.—7 A. M.-6 P. M.—1635.
Oxford—Granville Motor Co.—6 [illegible] M.-6 P. M.—90-1R.
Pinnacle—Pinnacle Motor Co. [illegible]
Raeford—Auto Inn—7 A. M.-[illegible]
Ramseur—Moore Motor Co.—7 [illegible]
[illegible]—7 A. M.-7 P. M.—97-85.
[illegible] Station—6 [illegible] M.-10 P. M.
[illegible] Motor Co.—7 A. M.-6 P. M.—226.
[illegible] A. M.-11:15 P. M.—341.
[illegible]
[illegible] A. M.-6 P. M.—715-715 ([illegible] service only.)
Reidsville—[illegible]are Motor Co.—7 A. M.-6 P. M.—357.
Rock Hill—Oakland Ave. Filling Station—7 A. M.-10 P. M.—331-475-W.
Rock Hill, [illegible] Federal Co.—All Hours—263-383.
Rocky Mount—[illegible] Motor Co.—All [illegible]—362-362.
Roseboro [illegible]—6 A. M.-6 P. M.—18-18.
Roxboro—[illegible] A. M.-8 P. M.—7
Rutherfordton—[illegible] A. M.-7 P. M.—99
Salisbury—Cal C[illegible] Motor Ser[illegible] Co.—7 A. M.-9 P. M.—441.
Salisbury—Motor [illegible] Service Co.—7 A. M.-10 P. M.—456-W.
Sanford—Hanner M[illegible] A. M.-6 P. M.—200.
Sanford [illegible] A. M.-12 P. M.—400-[illegible]
Sanford [illegible] A. M.-6 P. M. [illegible] Oil & [illegible]
Sanford [illegible]
Shelby—Thomp[illegible]
Shelby—Kings [illegible]
Snow Hill—M[illegible]
Smithfield—Sand[illegible] A. M.-11 P. [illegible]
Southern Pines—[illegible] A. M.-11 [illegible]
Southern Pines—F[illegible] A. M.-12 P. M.—308.
S[illegible] A. M.-12 P. M.—1486-1486
[illegible] P. M.—75-169.
Spray, [illegible]
Star, N. [illegible]ard Garage—7 [illegible]
Statesville—Yount Motor Co.—7 [illegible]
[illegible]
[illegible]
Summerfield [illegible]
Tarboro—Corbett Bros. Garage—7 [illegible]
Thomasville—Motor Service Co.—7 [illegible]
[illegible]
[illegible]
[illegible]
[illegible]
Warsaw—Thomas Motor Co.—7 [illegible]
Warsaw—Motor Service Co.—7 [illegible]
Warrenton—Roy Davis Garage—7 A. M.-9 P. M.—60-143-J.
Waynesville—Swift Motor Co.—7 A. M.-6 P. M.—176.
Washington—Claude L. Carrow Garage—7 A. M.-6 P. M.—330.
Weldon—Bounds Motor Co.—7 A. M.-9 P. M.—207-226.
Wilmington—MacMillan & Cameron—All Hours—15-15.
Wilmington—McMillan & Marshburn—7:30 A. M.-7 P. M.—52-1417-L2
Wilmington—McMillan Garage Co.—All Hours—250-250.
Wilson—Ruffin Filling Station—All Hours—912-626-478-1300.
Winterville—A. G. Cox Mfg. Co.—6:30 A. M.-6 P. M.—2204-2204.
Winston-Salem—Flynt Service Station—All Hours—7-7—(Gas, oil and tire service only.)
Winston-Salem—Ideal Motor & Equipment Co.—All Hours—108-107
Williamston—B. R. Barnhill Garage—7 A. M.-7 P. M.—201-168.

APPROVED SERVICE STATIONS

Asheville—Broadway Auto Service Station—No Road Service.
Asheville—Haywood Filling Station—No Road Service.
Fayetteville—Quick Flash Service Station.
Gastonia—Gastonia Service Station.

APPROVED BATTERY STATIONS

[illegible] Battery [illegible]n—7 A. M.-6:30 P. M.—1577-

OFFICIAL CAFES

[illegible]

OFFICIAL INFORMATION STATIONS

[illegible] of Commerce
[illegible] N. C. [illegible]

BRANCH OFFICES

[illegible] N. C., Auten-Wolf Motor C[illegible]
Asheville, N. C. 21 Market St., Telephone 4417.
Burlington, N. C., CPK Motor Co.
Charlotte, N. C., 402 S. Tyron St., Telephone 1872.
Durham, N. C., 136 Chapel Hill St.
Elizabeth City, N. C., Acme Machine Co.
Fayetteville, N. C., 415 Hay Street.
Gastonia, N. C., 605 E. Franklin St.
Goldsboro, N. C., 102 James St., Telephone 1096.
Greenville, N. C., Fourth St., Telephone 158.
Henderson, N. C., Main. St., Telephone 654.
High Point, N. C. White Way Motor Co.
Jacksonville, N. C., Bank of Onslow.
Kinston, N. C., 206 N. Queen St., Telephone.
Lenoir, N. C.
Lexington, N. C., Main Street.
Lumberton, N. C., City Hall
Marion, N. C., Yancey Motor Co.
Morganton, N. C., 107 [illegible] St.
New B[illegible], N. C., 74 [illegible] St.
North Wilkesboro, N. C. [illegible] St., Phone [illegible]
Roanoke Rapids, N. C., Joyner Motor Co.
Ro[illegible] N. C., Jenkins Buick Co.
[illegible] W[illegible]hington St., Telephone 362.
Sal[illegible] N. C., [illegible] St.
Sanford, N. C., Chamber of Commerce.
[illegible] N. C. [illegible]dge Motor Co.
[illegible] W. Broad St., Telephone 41.
[illegible] W. A. Hart.
[illegible] Service Co.
[illegible], N. C., Carrow Motor Co.
W[illegible] N. C. S[illegible] Motor Co., Telephone 176
[illegible]
[illegible]
W[illegible] Main St., [illegible]

INSTRUCTIONS TO MEMBERS

Do not fail to [illegible] membership card. No service will be given [illegible] you when asking for aid. When you require Emergency [illegible]ephone nearest Official Garage listed.

Furnish the O[illegible]rage with the information which is on your membership card.

Our nea[illegible]age will immediately send a mechanic to [illegible] in thirty minutes so you can [illegible] tow you to [illegible] nearest Official [illegible] to you.

Should you [illegible] towed to any other than our nearest Service Sta[illegible] the expense after leaving said station.

Your [illegible] We [illegible] render Emergency Serv[illegible] one of two things: Start you under [illegible] to safety. We do not supply parts or acces[illegible]

If your car is wre[illegible] disabled [illegible] it cannot operate under its own power; if there are [illegible] or mechanical defects that cannot be repaired at the [illegible] in a half hour, our Service man will imme[illegible] tow [illegible] our nearest service station. When it arrives there, o[illegible] responsibility ceases and you are at liberty to have your car repaired by whomsoever you wish.

In case of a puncture, our Service man will change your tires for you if you have a spare one, or he will put in a spare inner tube and inflate it. In no event will they repair punctures except at the expense of the member.

If the car can operate under its own power without damage to itself, you are not entitled to our service. You must take it to a garage and arrange for its repair at your own expense.

Free Emergency Road Service is rendered to a distance of ten (10) miles only, and a limit of thirty (30) minutes free work after reaching the car. Distance and time in excess will be paid for by the member.

Should you require gasoline, our Service men will bring you one gallon to enable you to proceed to a gas station. The member pays for the gas, the service being free.

As the name indicates, this is EMERGENCY ROAD SERVICE and no service of any kind will be rendered in a private or public garage.

The Club requests that you do not tip our Service men as they are paid by us in every case commensurate with service rendered.

In the case of a wreck where the car is in[illegible]d, the member must pay the Service Garage for the tow [illegible] the insurance company will reimburse him for this.

Official Service Garages

All Service Stations [illegible]sed b[illegible] the Club in rendering you aid are under a bond to th[illegible]anteeing to our members preferred [illegible] will [illegible]rmation and will carefully investi[illegible] of [illegible] part of our Official Service Garages [illegible] employees.

OFFICIAL HOTELS

[illegible]	Grove Park Inn
[illegible]	Langren Hotel
[illegible]	Gettys Hotel
[illegible]	M[illegible]w Manor
[illegible]	Mountain View Hotel
[illegible]	Burton Hotel
[illegible]	Leeland Hotel
[illegible]	Malbourne Hotel
[illegible]	Kennon Hotel
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	Hotel Huffrey
[illegible]	Eseeola Inn
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	Blue Ridge Hotel
[illegible]	Exchange Hotel
[illegible]	Carolina Hotel
[illegible]	[illegible]
[illegible]	[illegible]h Hotel
[illegible]	[illegible] Hotel
[illegible]	[illegible]l Hotel
Spartan[illegible] S.[illegible]	[illegible]
She[illegible] N. C.	Cleveland Springs Hotel
Was[illegible] N[illegible]	Hotel Louise

WESTWARD HO!

(Continued from Page One)

Asheville and the fine new George Vanderbilt Hotel. This is the direct route to the summer-land of the mountains.

Another road equally interesting and like Route 10, hard-surfaced to a very great extent, is via Charlotte, N. C. Leaving Route 10 at Salisbury, the tourist takes Route 15 into the Mecklinburg Capital, finding at this point a Wiliam Foor Hotel— the new Hotel Charlotte—in which to halve this trip. Passing through Concord and Kannapolis, he views at the latter place the largest towel factory in the World. Charlotte, with its tradition of the Mecklinburg Declaration of Independence, is full of historical points of interest. A day could be well spent here and in Gastonia with its hundred cotton mills weaving millions yards of cloth annually.

At Charlotte, the motorist picks up Route 20 to Chimney Rock. He passes through Gastonia, Kings Mountain, Shelby and Rutherfordton to the development-resort Chimney Rock. Here the tourist plays about on the splendid golf course—views the rock from which the place gets its name. A truly remarkable resort with every convenience and comfort and pleasure. Here is the wonder-scene of North Carolina.

The tourist may have in mind something in the heart of the mountains and decide to go to Blowing Rock or Linville. In this case, he leaves Route 10 at Statesville, going via Taylorsville where he finds the comfort of Hotel Campbell, a thoroughly new, modern hotel, and the hospitality of its management. This is on Route 75 to Lenoir. Route 17 takes him from Lenoir into Blowing Rock, from whence Route 175 carries him to Eseeola Inn and Linville, North Carolina.

Eseeola Inn, shadowed by Grandfather Mountain, with beautiful links and splendid recreational facilities, also affords comfort and pleasure. At Blowing Rock, Mayview Manor in Mayview Park with golf and riding and trout fishing he finds Nature's wonderland. Cottages of the Blowing Rock Hotel with mountains in their back-yards, are to be obtained at reasonable prices and the tourist finds himself pleasantly indulging in the rest he has wanted so long!

The wonderland of North Carolina! The facilties afforded in the sub-arctic mountains or the sub-tropical coast cannot be equalled in the nation. No single state can boast of the facilities of North Carolina for both summer and winter rest. A week-end in the mountains may be what you need—try it!

keen business foresight. A dominate personality without a domineering spirit; a keen mind and a generous, sympathetic friend. He is all this and more, and it is to him that North Carolinians may turn to express gratitude for the roads we are gaining and the progress we are effecting.

Frank Page is responsible for bringing Charlie Upham from Deleware to North Carolina, and Upham is an engineer of rare ability. He has directed the engineering of some remarkable achievements in road building; achievements that have been responsbile for North Carolina's fame as a road-building state. Mr. Upham has delivered the goods!

———o———

ARE YOU IN THIS CLASS?

"Hello," he said in a congenial sort of way.

"Hello," returned the smiling young lady.

"How is the road to Asheville?" he asked.

She told him. Gave him a log of the route, a marked map showing detours, and such, and he was friendly still. He leaned over the counter and discussed the weather, the general road conditions of North Carolina, and when asked to sign the registration card at the window, acquiesced pleasantly. A space on the registration card provides for the question: "Are you a member of the Club?" and when he wrote "No" in the space, the young lady smiled and asked him to join.

"Join the Motor Club?" he bawled so that the entire office heard and took note. "Join? I should say not! The motor club cannot do me any good."

And at this, he turned and walked out, albeit he had in his pocket an expensive map paid for by brother motorists and had information gathered at a cost to motorists of the Carolinas and was served by an information clerk whose salary is paid by memberships.

Ingratitude, thy name is the name of these!

———o———

THE EXTENDED SERVICES

Appreciation of the services of the Carolina Motor Club which is being extended and localized in the thirty-eight branch offices now located in as many cities of the Carolinas is expressed through a continuous stream of memberships. The keen acknowledgment by the citizens of these cities of the work being done is a source of much satisfaction to those who have labored to place a permanent, substantial motorists' organization at the disposal of the people who own cars.

Contrary to the usual run of things, the membership is increasing steadily and this will enable the club to maintain a service which will rebound to the advantage of the Carolinas in many ways. To attract tourists, to dispense information, to make conditions for the motorists better locally, all of these come in the category of a motor club—and provision is made in your organization for all this activity. The very least you can do is to support the club that helps to take the bumps out of motoring.

TWENTY MILES FROM
THE BLUE RIDGE--

THE HOTEL CAMPBELL

Ralph E. Hartman, Mgr.
Taylorsville, N. C.

¶ MODERN, YET comfortably homey, the Hotel CAMPBELL presents a real opportunity for those seeking rest, recreation and enjoyment—of its 40 airy and roomy rooms, 24 are equipped with baths. Rates of from $3.50 to $4.00 prevail.

Roof Garden - Dancing

(20 *miles of Statesville—47 Miles of Blowing Rock*)

¶ YOU COULD go a long way before finding the delicious fried chicken and country hams for which we lay claims to fame—

Try the Hotel Campbell

COTTAGE HOMES IN THE
LAND OF THE SKY

Beautiful and restful old mountains repose in the very "back yards" of Blowing Rock Cottages—Nestling down among stately trees in orderly procession dreamy number of neat summer homes, just the thing you are looking for.

GOLF - RIDING - MOTORING
GAME - HIKING - FISHING

"The Paradise of the "Land of the Sky"

Write for literature and reservations to

THE BLOWING ROCK HOTEL

D. J. Boyden, Proprietor
Blowing Rock, N. C.

CAROLINA AUTOMOTIVE TRADE BULLETIN

Published by THE CAROLINA AUTOMOTIVE TRADE ASSOCIATION
Headquarters: 224 East Market Street, Greensboro, North Carolina

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July 1924 *"For Service and Efficiency in Business"* Number 4

Among the very first official garages of the Carolina Motor Club was the Ideal Motor and Equipment Company of Winston-Salem. This concern takes great pride in aiding the stranded member of the organization and high compliments have been recorded of the service rendered from members.

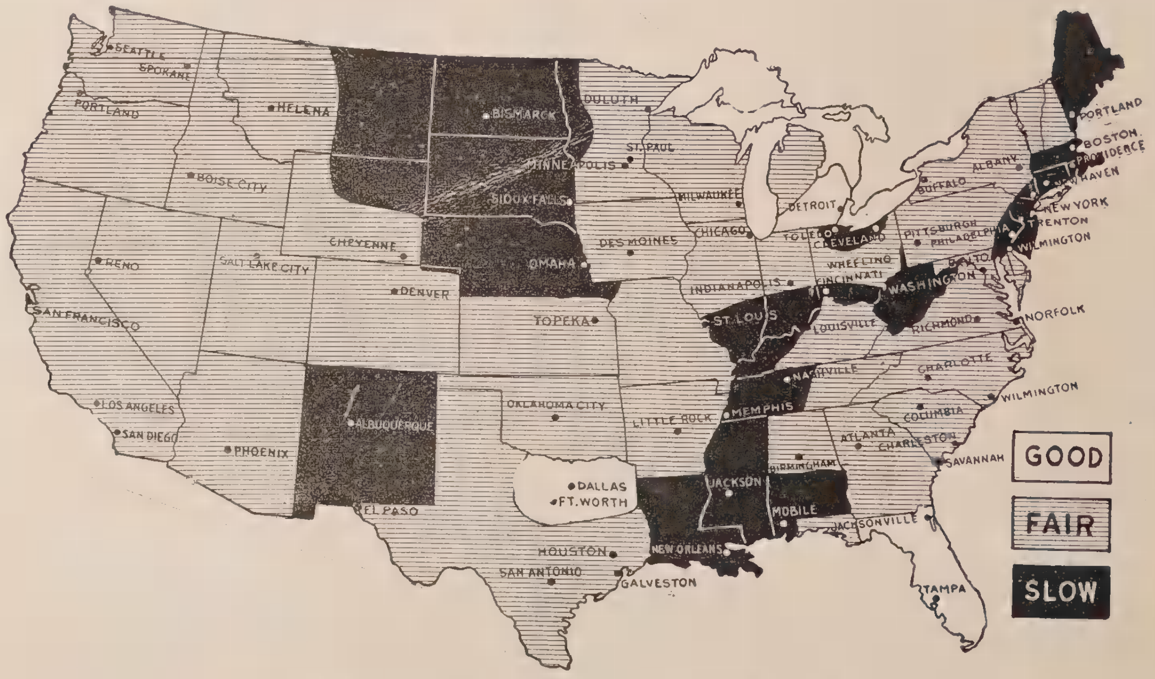
The exploits of "Cannon-Ball" Baker on his New York to Los Angeles high-gear run, a distance of 3674 miles, are being used advantageously by the Carolina Olds Company as advertising. The remarkable record of Baker and his Oldsmobile will carry weight with many prospective car buyers. The test story is interesting.

T. L. Craig, Gastonia dealer for Nash, Overland, Willys-Knight and Chevrolet has a busy establishment. Sales are reported good.

The Motor Sales Company, Winston-Salem, handling the Chevrolet, is adding many marks to the sales calendar recently established. Passenger and commercial cars are being received with favor in the Twin City.

C. W. Williams of the Williams Motor Company, Winston-Salem, believes that organization makes the business. He reports 118 new Fords sold during April and 28 used cars, stating that business during the first four months is far superior to that of the same period last year.

"Your car waits without, sir, without gas, without oil, without the clutch, without the wheel, without brakes, without the horn, without the spark, without one cylinder, without tires, but otherwise it is in perfect condition."



This map shows business conditions in every state in the Union, as reported in the July number of The Nation's Business, official publication of the Chamber of Commerce of the United States.

EVERY North Carolinian

Should be interested in the gigantic program that is to develop America's greatest scenic playground resort at Chimney Rock.

As an investment opportunity, securities of Chimney Rock Mountains, Inc., now offered for sale, promise handsome returns.

LAKE LURE, COVERING 1,500 ACRES

and with a shore line of 27 miles, will be the center of the finest, most beautiful, and most complete resort of its kind in America.

Write for descriptive matter covering this great program

CHIMNEY ROCK MOUNTAINS, Inc.

Chamber of Commerce Bldg. Blowing Rock, N. C.

"Seven acres of beautiful lake with boats and swimming facilities."

Bathing
- Boating
- Dancing

Willomoore Springs Hotel

"A Resort Hotel With Reasonable Rates"

R. F. D No. 2 - Lexington, N. C

Write for Illustrated Booklet

Comfort
Pleasure -
Recreation -

J. F. Knight
Manager

WILLOMOORE SPRINGS is an easy driving distance from all Piedmont Carolina points. 36 miles from Greensboro, 10 miles from Lexington, 14 miles from Thomasville, 21 miles from Asheboro, 36 miles from Winston-Salem, 21 miles from High Point.

Hepler Bros.
Owners

Facts That are Worth Knowing

Inventions, Novel Devices, Interesting Experiences and What-Not May Be Found on this Page--But It All Represents the New Affairs of a Work-a-Day-World

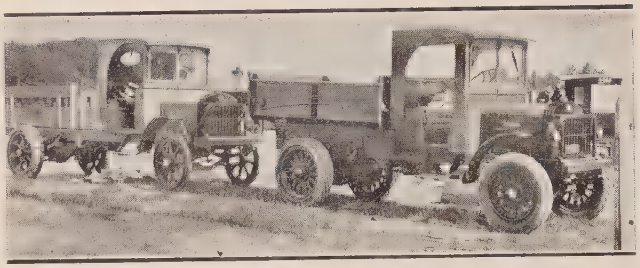
LEXINGTON SAYS "MAINTENANCE"

"Hereafter the service and parts department of all Lexington distributors and dealers will be known as the maintenance department," says an announcement being broad-cast throughout the country by C. H. Beaumont, head of this division of the company at Connersville, Ind. "Service" is the most abused term in common business usage, according to the Lexington executive. "It has been so grossly misused by irresponsible persons that it has come to be almost a term of derision," asserts Mr. Beaumont. "For this reason, we are permanently abandoning its use in our business.

"In the future, owners of Lexington motor cars will deal with the maintenance department of Lexington distributors when their cars require mechanical attention. It will be our policy to operate this department in such a manner that the name will become an asset in the sale of new cars. In short the function of this division will be the maintenance of Lexington cars in as nearly perfect mechanical condition as possible."

RICKENBACKER'S NEW BEARINGS

"A positive panacea for pistonpinitis," is the facetious term used by Col. Tichenor in describing the "8th Fundamental" improvement in a motor car just introduced by Rickenbacker—an adjustable wrist-pin bearing. "The vital point in the entire machine has been neglected for 25 years," says the Colonel, who is directing the attention of the public to a truly remarkable achievement in the annals of motor building." The first severe shock of each impulse of motor, and every shock, must be sustained by the wrist-pin and it's bearings. Each explosion is carried from the piston-head through the piston-pin bearing to the connecting rod, thence to the crank-shaft and finally to the driving wheels.


The Indiana Truck—Displayed at the Pan-American Road Demonstration.

"With a car going at 25 to 35 miles an hour, an average of 750 sledge-hammer blows are delivered to each of the six piston-pin bearings in the motor. Added to this, the bearing must sustain the intense heat generated immediately above in the combustion chamber. In the production of Richenbacker motor we use piston pins which are best quality, case-hardened steel known to science."

FOLBERTH WINS DECISION

The United States District Court has sustained the Folberth Auto Specialty Company against the Apex Electric Manufacturing Company in an action for prevention of infringment on the Folberth suction type automatic windshield cleaner, it has been announced. The Folberths are pioneers in the manufacture of this accessory, and the Court has placed merit where merit is due in the sustaining order. In the action, a cylinder and piston type and a diphragm type cleaner were each held to be infringments. In a former suit, the manufacture of a cylinder and piston type and a vane type suction cleaner were held to be encroachments on the rights of the Folberth Company.

GAS ACCUMULATOR GREAT AID

One of the most interesting to the average layman—and engineer, for that matter—of the hundred exhibits at the Pan-American Road Demonstration in Greensboro in June, was that of the American Gas Accumulator Company. Beacons for the protection of life and property on the high seas, the highways and in the air have been designed and placed on the market by this company which have long been unsolved mysteries to the average man. The operation of the beacons, flashing out their danger warnings to travelers the world over, is an interesting proceedure.

The "friend-in-need-car"—one of over 200 official cars serving Carolina Motor Club members in the Carolinas.

A traffic beacon, prepared for the use of cities; the flashing highway light-house and the reflector signal will serve continuously to signalize any highway system. In view of the fact that North Carolina is now installing many of these finely developed signals and contemplates the installation of even more, it is worth while to study the several types on the market today.

Fifteen million vehicles on the roads of America today make imperative the organization of a system of prevention of accidents—and the American Gas Accumulator signal has entered the breach successfully!

NEW RADIO B BATTERY

The term "Radio B" Battery is becoming a household term with increasing rapidity. Presto Light Company has announced the perfection of a new "B" battery, the outstanding features of which is capacities of 4500 and 2500 MAH, 24 and 48 volt sizes. "Super-service" is the name of the new battery and is desined not only to produce a continuous service which is dependable but will harmonize with the finest of furniture and radio sets.

NO BATTERY FLASHLIGHT

Something else is new under the Sun and that seems to be a flashlight that does not use a battery. "Sure-flash" is the trade name for a mechanical achievement which bids fair to revolutionize the flashlight industry. In the space usually occupied by a battery is a small generating equipment of simple indestructable mechanism. The generating power is the human hand—two or three quick squeezes on a lever at the side of the light will generate a bright, steady beam. It is the same size of an ordinary battery operated light.

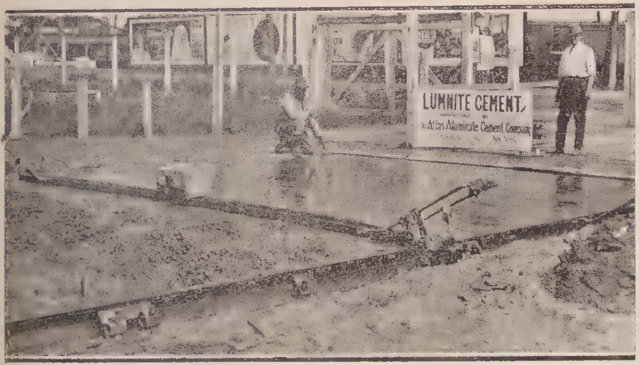
TWENTY HOUR PAVEMENT

Alumina Cement Makes Possible Travel on New Construction Road Within Short Time

The section of concrete road laid at the entrance to the Greensboro, N. C. Fair Grounds, during the Field Demonstration of the American Road Builders Association, June 3rd to 7th, carried heavy truck traffic, caterpillar tractors and other road building machinery twenty hours after the pavement was laid without even marking the surface. This saving of three weeks, or more, for the concrete pavement to cure, or harden, was possible through the use of Atlas Lumnite cement, similar to the French high alumina cements, which have been used so successfully and generally in Europe for more than ten years, wherever in construction work there is required high early strength in concrete. Much of the street paving work on congested streets in Paris is now being done with these high alumina cements.

The high early strength of Lumnite cement, greater at twenty-four hours than that of Portland cement at twenty-eight days, makes it particularly adapted to any road or street work when speed is essential and where traffic cannot be diverted or long interrupted.

The pavement laid with this high alumina cement during the Field Demonstration was completed at 2 o'clock Wednesday afternoon, June 4th, and the first traffic passed over it at 9:30 Thursday morning, 19½ hours after completion. The extreme hardness of the pavement at that time indicated that traffic might have safely used it earlier. The projection of the treads of a caterpillar tractor did not even mark the surface. A 15 ton oil tank truck and a 16 ton water flusher followed immediately. In this connection, it is interesting to note that most of the States now limit the load permitted on their highways to 14 tons, or less.



Laying the concrete that held 32,000 pounds in less than 20 hours afterward.

The Demonstration Pavement was a 50 foot concrete slab of a standard section, 18 feet wide, 8 inches thick at the center and 6 inches thick at the sides. The pavement was not reinforced and less cement than is usual in concrete pavements was used. The proportion of the concrete mix was 1 part of Lumnite cement to 2½ parts of sand and 5 parts of crushed stone. The cement actually used was 1.3 barrels per cubic yard, or ½ barrel less per cubic yard of concrete than is required in Portland cement concrete roads in the usual proportions of 1-2-3.

The Lumnite cement in the Demonstration Pavement was mixed, placed and finished in the same way as Portland cement concrete pavements are constructed. On account of the rapid hydration of the Lumnite cement, a slightly wetter mix was used and the surface of the pavement was kept wet by spraying for several hours after setting. This is the only curing required for this concrete to attain its working strength.

Lumnite cement is manufactured at Northampton, Pa., by the Atlas Lumnite Cement Company of 25 Broadway, New York City.

The INDIANA TRUCK

Exhibited at The
Pan-American Road Show as
THE PRACTICAL MACHINE
For Building Roads

The Standard Truck
For Standard Service

Manufactured by
INDIANA TRUCK CORPORATION
Marion, Indiana

BRIEF PARAGRAPHS

ROAD BUILDING IN PICTURES

Unique in the annals of road construction are the two pictorial records being produced by the Southland Film Company of Greensboro for the North Carolina State Highway Commission and for Nello L. Teer, contractor in dirt roads of Durham. The two pictures, which are to be four thousand feet each, are interesting and entertaining expositions of the mysteries of road building.

We are indebted to the Southland Film Company for many of the photographs shown in this issue of the Motorist, the pictures being "frames" (as the small photos are called in the vernacular of filmdom), and taken from "Modern Methods of Earth Moving"—Nello Teer's picture of his operations or from the picture now being assembled for the highway commission.

Particularly of interest is the fact that this latter picture will be a complete record of the Pan-American Road Show and Congress in North Carolina.

WARNING SIGNAL NO GAS

"Vacularm" is the trade name of a real asset to motoring manufactured by the Smith Motor Equipment Company, Cleveland and designed to register, the exact amount of gasoline contained in the car tank, a flashing danger signal of short supply, and then, in the last effort to make the motorist replenish, it sounds the horn advising him that all is not well in the gas tank. Vacularm seems to be a "find" for motorists and this accessory will meet with a ready demand. Many so-called alarms have been placed on the market, but "vacularm" is recgonized as the only truly functioning machine yet introduced. Dealers agencies are being lined up and many of the higher priced cars are installing the equipment.

SUGGESTIONS FOR THE MONTH

Mr. G. S. Ferguson, Jr., 225 N. Park Drive, Greensboro, N. C.

"Think you are doing fine work. Keep it up."

J. B. Morford, Box 757, 111 High St., Hamlet, N. C.

"Make every auto owner a **member**."

W. W. W. Eagles, R. F. D., Macclesfield, N. C.

"Help officers get thieves and men who are running without a license."

Mrs. L. S. Meyer, Gen. Del., Greensboro, N. C.

"If you could succeed in having the State laws observed especially on curves and corners in would make it much safer for the motorists. Cutting the corners and curves are where so many accidents occur."

THE TAIL DOES NOT WAG THE DOG

¶ If I had some milk, I could have some mush—if I had some meal—So says the man who sits—who awaits the business—who does not take advantage of specific mediums to reach a specific class.

¶ The CAROLINA MOTORIST will carry the thought into the homes and automobile side-pockets of five thousand motorists in the two Carolinas.

—To the garages and service stations of 1300 dealers

—Telling a story of your product—your business.

¶ You will be given the opportunity to go over the reasonably priced service furnished if you will but drop a line to

THE CAROLINA MOTORIST
"Medium for Motor Sales"

Published by the Carolina Motor Club

Headquarters: Greensboro

Eseeola Inn—in the shadow of Grandfather, the oldest mountain in the world.

Play Your Midsummer Golf in the Heavenly Climate of Linville

¶ Golfers say that the 18-hole course at Linville is the prettiest and most interesting in the Carolina mountains, besides having the finest turf to be found anywhere. ¶ As you play this golf course you get views of Grandfather Mountain, Point Sublime and Donald's Crag; you cross the winding Linville River on several of the holes, and there is the continual charm of new scenes all along. ¶Then there is an unusual fascination, too, about Linville, its homes sheathed with silvery chestnut bark and its attractive Eseeola Inn, famous for delicious food. It has a distinctive atmosphere like that of old England, with chummy evenings spent in swapping tales of trout-fishing or of the day's golf, around a roaring log fire in the great fireplace of the spacious reception hall. Fires in midsummer! That tells the story of the delightful climate of Linville, 4,500 feet up in the most picturesque little valley of the Blue Ridge where wisps of clouds often come so near the earth that you can almost reach out and touch them. ¶ There is no more delightful motor ride to be had in all the Appalachian region than the famous Yonahlossee Road, by which Linville is reached from Lenoir and Blowing Rock. The road winds along the very crest of the Blue Ridge, with tremendous mountain vistas at every turn.

Eseeola Inn is under the management of Edward J. Fitzgerald, who during the winter season runs the famous Carolina Hotel at Pinehurst. Write for reservations.

ESEEOLA INN
Linville, N. C.

FREE AIR

Hotel Clerk—"Why, how did you get here?"
Hard Egg—"I just blew in from Montana with a bunch of cattle."
Hotel Clerk—"Well, where are the rest of them?"
Hard Egg—"Down at the stockade. I ain't as particular as they are."—**Yelolw Jacket.**

Driver (rounding corner on two wheels)—"You didn't know I could drive a car, did you, old man?"
Old man (ageing rapidly)—"N-n-no. Can you?"

Mrs. Lamp married again so she inscribed on her first husband's tombstone: "The light of my life has gone out, but I have struck another match."—**Beanpot.**

"You now receive callers in your Ford."
"Yep! Several motor cops have left their cards."

Doctor—You see even the electricity in the air effects your system—.
Patient—Quite true, Doc, there are times when one feels over-charged.

Stranger (winking)—"Can you direct me to a good drug-store?"
Villager—"You're talking to one right now."—**Dry Goods Economist.**

Wife—"Dear, if you'll get a car I can save a lot on clothes during our vacation this summer."
Hub—"How do you mean?"
Wife—"Well, you see, if we go to one hotel as formerly, I'll need seven dresses; whereas if we have a car I can get one dress and we'll go to seven hotels."—**Boston Transcript.**

Wood and Stone were standing on the corner when an auto load of pretty girls whizzed by.
Wood turned to Stone; Stone turned to Wood, and they both turned to "rubber."—**Miami Motorist.**

"Henry Ford's got Muscle Shoals," shouted a newsboy as he wriggled his way through the aisle of a crowded Canal Belt car Monday afternoon.
"What's Muscle Shoals?" asked one girl of another.
"I ain't sure," replied the other, "but I believe it's something like rheumatism. It's no wonder—that fellow Ford works too hard."—**New Orleans Item.**

He—"I'm a little stiff from bowling."
She—"Where did you say you were from?"—**Exchange.**

"My radiator was leaking, your honor, and I was hurrying to a service station to have it repaired. I wanted to get there before all the water leaked out. That's why I was running at 40 miles an hour."
"If your car was that bad off, you should have had it towed in."
"It would cost me $10, your honor."
"This will cost you $20."

Here waitress. This doughnut has a tack in it."
"Well, I declare! I'll bet the ambitious little thing thinks it's a flivver tire."—**Youngstown Telegram.**

MAKE PLEASANT YOUR MOUNTAIN TRIP--
by stopping in Morganton at
THE CALDWELL
J. H. Gaston, Prop. L. H. Short, Mgr.
60 Rooms, 30 Baths—$3.50 to $4.00, American
43 miles from Blowing Rock, 67 miles from Asheville, 43 miles from Shelby, 90 miles from Salisbury—on Route 10

A MARK OF DISTINCTION
¶ SOMETHING that sets your car apart from the rest—A tangible evidence of motorist character—
—THE CLUB EMBLEM
Count the members—for they are invariably people that make a community count
CAROLINA MOTOR CLUB, INC.
Headquarters: Greensboro

THE VANCE HOTEL
Modern - Comfortable - The place to break your journey to the mountains
Statesville, N. C.

DISTRIBUTORS
Armature Rewinding
USL
STORAGE BATTERY
Starter and Generator Repairing
NORTH & SOUTH CAROLINA BATTERY CO.
400 S. Tyron St. Charlotte, N. C.

RIGHT ON YOUR WAY
Going to Asheville
If enroute to Blowing Rock follow No. 10 this far and cut across via Rhodhis to Lenoir
Visitors Always Welcome
The Howard-Hickory Co.
Nurserymen - - - Landscape Gardeners
On Highway No. 10 and Southern Ry.
HICKORY, N. C.

THEY TAKE ME MOTORING

(Continued from Page 4)

lenses is on the bum. It's a peculiar sort of car and takes a good driver to drive it. Say—look here! You just missed that truck by half an inch; Better let me drive, I guess."

That makes it unanimous.

My goodness— I almost forgot the one who asks me to go out riding with him and then has to get all his supplies, etc., after we start.

"Guess we'd better drive around and get a little gas before we start out," he says. I've noticed that nine times out of ten, in cases like that, the gas tank is under the seat, and we have to crawl out and stand around and then crawl back again.

This done, the pageant moves off again.

"Don't believe I got enough oil," says the pessimist, squinting at the oil guage. "That thing looks alright—but you can't tell. Better have the crank case drained, while we're at it." My idea of nothing to do is to sit around while a crank case is being drained, because the thing is strikingly lacking in every esthetic quality, it seems to me. However, we've got to have oil. The deed is done.

"Ought to have had some air put in while I was back there," muses my boy friend. "Usually carry along about sixty-five in these tires, and don't believe there's much over fifty-five. No, sir, I am certain there isn't a pound over fifty-five. They feel squashy, somehow. We'll go into the next garage we come to and while we're at it, I'll let the boy fix a couple of loose bolts and tighten up the springs a little. Might be a good time to have him give the battery a little water, too—seems to me she isn't charging any too well. I don't know but what I'll have the battery taken out and left to be recharged. They can give us another one. It won't take long."

Need we go further? We don't go much farther either, because by the time all these things have been done, it's doggone near time to go home again.

Then, there is the boy friend who comes to take me driving, and I see, to my horror, that the top is down—and I hint and hint, but he won't put it up again. Can it be that he cares nothing for the high cost of hair nets? There is the boy friend who seems to think that I won't take his word for it—the word of a gentleman of honor— that his car will do sixty-five miles on a curly gravel road, but who must needs prove it to me; there is the boy friend who gets into a squabble with the lad at the filling station because he alleges that the gas pump is erring on the side of the distributor of that vital fluid; there is the boy, who in crowded streets, gives an imitation of a minnow dashing here and there among other fish; there is the boy who will drive six blocks out of his way to get into an argument with the driver of a gravel truck; there is the boy—

But there! The list is endless! It unwinds itself before my eyes like a ribbon of a speedometer.

Yes, the boys who have cars and who come to take me driving, are difficult, mighty difficult at times! But—my dear—the boys who have cars and who don't come to take me driving—they are simply impossible!

USE
CONCRETE
FOR PERMANENCE

Concrete Pavements Are Built to Ride On— Not to Slide On

It is a mighty unpleasant experience to have to drive over a slippery pavement.

One of the many reasons why motorists are so enthusiastic about Concrete Streets and Roads is because Concrete is always rigid, even, unyielding and skid-proof.

When you come to a stretch of Concrete Road, you feel your car "take hold." You note the sure, swift action of the brakes even in wet weather—how easy it is to steer.

And Concrete Pavements are in color a pleasing, light gray—safe by night as well as by day.

Remember, too, that the maintenance is built into them. Meeting permanently all the requirements of modern traffic, they pay for themselves.

Make sure that your streets and roads are to be paved with standard Concrete. It consists of a definitely proportioned mixture of sand and pebbles, or broken stone, held together by the everlasting grip of that tenacious binder, portland cement.

Our booklet R-4 tells many interesting things about Concrete Streets. Write this office for your copy.

PORTLAND CEMENT ASSOCIATION
214 Piedmont Bldg.
CHARLOTTE. N. C.

A National Organization to Improve and Extend the Uses of Concrete

Offices in 30 Cities

Automobiles and Where to Buy Them

Aberdeen	Franklin Sales Company	Franklin
Asheboro	Asheboro Motor Car Co.	Ford-Lincoln-Fordson
Asheville	Asheville Overland-Knight, Inc.	Overland-Willys-Knight
Asheville	Plemmons Motor Co.	Packard-Durant-Star
Asheville	Franklin Motor Co.	Franklin-Chandler
Asheville	Sawyer Motor Co.	Dodge
Banner Elk	F. M. Richards	Buick
Canton	W. S. Martin	Buick
Charlotte	C. C. Coddington	Buick
Charlotte	International Harvester Co.	I. H. C.
Charlotte	Burwell-Harris Co.	Nash
Charlotte	Carolinas Auto Supply House	Accessories
Charlotte	J. H. Ham	Packard-Oakland
Charlotte	Wilson Motor Company	Ford-Lincoln-Fordson
Charlotte	Ko-Mo Supply Co.	Accessories
Charlotte	Pyramid Motor Company	Ford-Lincoln-Fordson
Charlotte	Charlotte Motor Car Co.	Hupmobile
Charlotte	Etheredge Motor Sales Co.	Ford-Lincoln-Fordson
Charlotte	B. D. Heath Motor Co.	Hudson-Essex
Charlotte	Booth-Newton Company	Maxwell-Chalmers
Charlotte	Chas. E. Lambeth Motor Co.	Dodge
Charlotte	General Motors Truck Co.	G. M. C. Truck
Concord	Standard Buick Co.	Buick
Durham	Grand Central Garage	Star-Durant
Enfield	Thomas E. Marshall	Ford-Lincoln-Fordson
Enfield	Enfield Motor Co.	Durant-Star
Elkin	Elkin Motor Company	Ford-Lincoln-Fordson
Edenton	Hobbs and Ward	Chevrolet-Hudson-Essex
Franklin	T. W. Porter	Buick
Fayetteville	Jas. S. McNeill	Buick-Paige
Fayetteville	Bowles Motor Car Co.	Studebaker
Fayetteville	Lewis Motor Car Co.	Dodge
Gastonia	Brison-Lambeth, Inc.	Dodge
Gastonia	Thomas L. Craig	Nash
Greensboro	Thomas C. Hunt	Packard
Greensboro	Guilford Motor Car Co.	Nash-Franklin
Greensboro	Greensboro Motor Car Co.	Buick
Greensboro	McGlamery Auto Company	Ford-Lincoln-Fordson
High Point	Wilson Motor Company	
High Point	White Way Motor Company	Buick
Henderson	Landis Motor Company	Oakland-Buick-Chevrolet
Henderson	Corbitt Motor Truck Co.	Mfgs. Corbitt Truck
Hendersonville	Wetmur Motor Company	Ford-Lincoln-Fordson
Kinston	Spear Motor Co.	Ford-Lincoln-Fordson
Kinston	Kinston-Buick Company	Buick
Laurinburg	McNair Automotive Company	
Laurel Hill	Pate-Overland Company	Overland
Lexington	Davidson Motor Company	Nash
Lexington	Woodrow McKay	Ford-Lincoln-Fordson
Lenoir	Merritt Motor Company	Ford-Lincoln-Fordson
Leaksville	Jones Motor Company	Ford-Lincoln-Fordson
Lincolnton	John K. Cline & Son	Buick
Midland	Midland Motor Co.	Ford-Lincoln-Fordson
Monroe	Monroe Motor Company	Studebaker-Dodge
Monroe	Laney-Gordon Motor Co.	Chevrolet
Monroe	Birdsall-Smith Motor Co.	Durant-Star-Franklin
Mooresville	Mooresville Motor Co.	Dodge-Chevrolet-W. K.-Overland
Mooresville	Seacrest Motor Co.	Buick
Morganton	Erwin Bolton Motor Co.	Durant-Star
Raleigh	Nash Motor Sales Co.	Nash
Raleigh	Taylor-Buick Sales Co.	Buick
Rockingham	Pee Dee Motor Sales Co.	Nash
Rockingham	Jenkins Buick Co.	Buick-Cadillac-Packard
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Sanford	Hanner Motor Co.	Ford-Lincoln-Fordson
Shelby	Thompson-Lackey Co.	
Spartanburg, S. C.	Ernest Burwell	Ford-Lincoln-Fordson
Salisbury	Salisbury Motor Co.	Buick
Vineland	Smith and McKnight	Ford-Lincoln-Fordson
Wadesboro	Huntley and Martin	Buick
Wilmington	W. D. McMillan, Jr.	Buick
Wilmington	MacMillan and Marshburn	Dodge
Weldon	Weldon Motor Company	Ford-Lincoln-Fordson
Windsor	W. T. Tadlock	Chevrolet
Windsor	Windsor Hwd. Company	Ford-Lincoln-Fordson
Warrenton	Scoggins Motor Company	Chevrolet-Studebaker
Winston-Salem	The Motor Company	Chevrolet-Buick
Winston-Salem	Norfleet-Baggs, Inc.	Dodge
Winston-Salem	Smoak Motor Co.	Studebaker

SPEED SINCE TIME BEGAN

(Continued from Page 11)

Many of us can still remember the young city sport with his blooded team and light buggy, or the young farmer, breeder of fast horses and aching to display them, who raced with others of their ilk through the streets, and as the buggies had not radiators in which to put alcohol, the young men stored it away inside themselves, often with disastrous consequences to their teams, their neighbors, and themselves, to say nothing of innocent bystanders. This resulted in a law, in many sections, making reckless driving a jailable offense.

Today every city in the land is fondly stepping forth with what it believes is a new idea, declaring that its traffic problem is fast getting beyond control. Curbing of the automobile has become one of the most popular indoor sports with city solons, and columns are filled with learned "solutions" of the problem.

As in the olden days, the speed fiend we still have with us; also the reckless driver; but for every speed fiend and reckless driver on the roads today, there are ninety-nine sane and safe autoists, who respect the rights of other drivers and drive carefully for their own protection.

The "solution" again appears to go back to the days of the Roman judge, when a compulsory jail sentence accompanied each conviction for speeding or reckless driving, or driving under the influence of liquor. Detroit and several other cities have adopted this means of reducing traffic accidents with marked success.

And it is highly probable that our children's children will be found discussing the same old traffic problem. It may come from a constantly improved automobile, or the kick may be that Jimmie Speedem has a habit of running his airplane too close to Traffic Officer I. Pullem's wings, thereby endangering the safety of that officer, or in passing other airplanes on the right instead of keeping to the left as per regulations. We may also look for one-way air lanes.

About the only chance of escaping the traffic problem is to shuffle off this mortal coil, and even then, unless the present race of people undergoes a decided change in habit and characteristics in the process of 'passing over," we may expect to find a traffic jam at the Pearly Gates and Traffic Officer St. Peter holding the "stop" signal against some aspiring youth who is in such a great hurry for his harp and crown that he is tempted to violate the traffic regulations along the Milky Way.

———o———

Teacher—"Can you tell me the shape of the world?"
Pupil—"Pop says it's a helluva shape."

Ray—So your husband refused to buy you an automobile?

May—Not exactly refused; he said I ought to first become familiar with machinery in general. So he bought me a sewing machine.—**Topics of the Day Films.**

"Has your husband given up golf?"

"Yes, but he still retains the language for when he changes tires."—**Mack's Bulletin.**

Last summer in central Illinois an Irishman was helping to build a new concrete road. He hung his coat on a fence post. Some of the rest of the gang painted the head of a mule on it. When it came time to quit the Irishman looked at the coat a minute and said "W'ich one of you guys wiped your face on me coat?"

The teacher was exasperted at the inattention of her class. The lesson had been on machines and Edison's invention had been mentioned.

"Now, then" asked the teacher impatiently, "from what was the first talking machine made?"

After a lengthly slience a voice from the back exclaimed: "Please, miss, from a rib."—**Kablegram.**

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The Most Car for the Money
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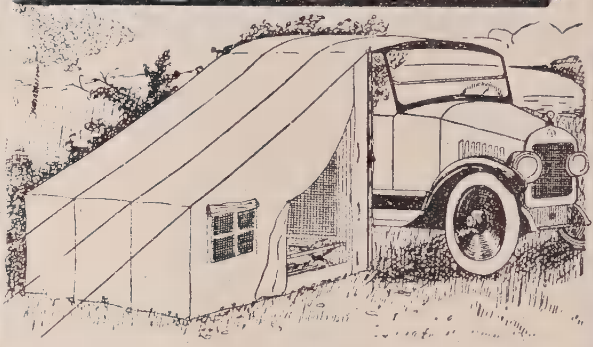

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What ATLAS LUMNITE CEMENT Does for Roads and Highways

A 15 ton oil distributor safely used this section of concrete road within 20 hours after laying, at the entrance to the Greensboro, North Carolina Fair Ground, during the Field demonstration of the American Road Builders Association, June 3 to June 7, 1924.

This is a 50 foot slab of 18 foot concrete road—8 inches thick at the center, 6 inches thick at sides—no reinforcement was used. The mix was 1-2½-5, each cubic yard of concrete requiring only 1-3/10 barrels of LUMNITE Cement. The LUMNITE Cement was mixed and handled in the same manner as Portland Cement.

Roads Open to Heavy Traffic Within 24 Hours After Laying

LUMNITE Cement develops at 24 hours a somewhat greater strength than that of Portland Cement at 28 days. It is not, however, "quick setting." It affords the usual ample time for mixing, transporting, and pouring into forms, before stiffening, but after setting, its high early strength develops with great rapidity. This quality makes it particularly adapted to any road or street work where speed is essential and where traffic cannot be detoured or long interrupted. It safely permits of the heaviest traffic within 24 hours after being laid.

Atlas LUMNITE Cement is similar to the French high alumina cements which have been used so successfully and generally in Europe for more than ten years, wherever in construction work there is required high early strength in concrete.

Full information regarding Atlas LUMNITE Cement and its various uses will be furnished on request.

The Atlas Lumnite Cement Co.
25 Broadway, New York

This Holt caterpillar tractor ran over the road within 24 hours after laying, the projections of the treads not even marking the surface.

Seashore or Mountain?

The Francis Marion
Charleston, S. C.

Whichever suits
Your Vacation
Fancy—Two New
"Good Hotels in
Good Towns"
Await You.

The George Vanderbilt
Asheville, N. C.

Which will it be—the crystal air, the sparkling sunshine and the lofty mountains of the Land of the Sky—Asheville? Or the ocean-cooled breezes, the restless surf, the perfect beaches—Charleston? Two vacation spots of extraordinary attractions, augmented by brand new Foor and Robinson Hotels, situated for accessibility to vacation sports; equipped to afford every comfort and accomodation. Unequalled recreation, plus the ultimate in hotel comfort combine for the ideal vacation right in the Carolinas. Either city is quickly and easily reached by motor or inexpensively by rail.

Charleston and the Francis Marion

Should you choose Charleston, you will see one of America's most interesting and historic towns. Quaint sights intermingled with the progress and energy of one of the South's busiest cities, amid Charleston hosiptality, so rich in tradition. Here is the Isle of Palms, intriguing with its sub-tropical growth and its wonderful eight mile beach. Excellent pavilion and bath houses. Folly island, nearby, has one of the finest beaches on the Atlantic. So has Sullivan's Island, a favorite summer resort of Charlestonians. These are vacation high spots you may enjoy from the Francis Marion, a new, fine hotel of 300 rooms, fireproof and complete in every respect. Write for booklet.

Asheville and the George Vanderbilt

You who favor the vistas of mountains and the wine-like exhiliration of mountain air—go to Asheville. Here, range upon range, tier upon tier are green-shouldered, purple-peaked mountains, the oldest of the world. A paradise for motorists. Splendid paved and graded roads lead to all Blue Ridge beauty spots. Golf on internationally known courses. There's entertainment and fascination aplenty. Open this month is the new George Vanderbilt, a palatial, 200 room hotel. Every modern comfort feature, every possible service for the pleasure of the guest is afforded at the George Vanderbilt. Informative booklet and rates upon request.

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The O. Henry
Greensboro, N. C.

CAROLINA MOTORIST

August, 1924 Two Dollars the Year---Twenty Cents the Copy Vol. II. No. 10

CAROLINA RESORT NUMBER

Published by

The CAROLINA MOTOR CLUB, Inc.

"Branches in thirty-eight Carolina Cities"

Left — View from Wonderland Trail. One of the most inspiring sights of the Blue Ridge. Below—Blowing Rock. Picturesque and centuries old.

Where Else Such Grandeur, So Much to Enjoy---In a Hotel Above the Clouds?

Mayview Manor, at Blowing Rock, Result of Daring Enterprise, is a Tourist's Paradise

Every year thousands come to enjoy the unequalled grandeur of this picture, Until recently it was a toilsome, dangerous climb. Now a perfect highway scales the mountain, de luxe buses bring passengers to its very summit, to a perfect inn, nestling at the brink of the cliff, where the whole magic vista is constantly visible from the spacious veranda and from every front room.

Here in midsummer it is always cool. Here are wonderland trails, bridle paths and lookouts; trout streams and golf courses; perfect motor roads along the crests of the ridges; golf, tennis, swimming, dancing, every recreation; fine food and music —all the delights of city life in a scenic wilderness.

The vision, the patience, the tenacity of one man made this dream a reality. Walter L. Alexander, in creating Mayview Park and Mayview Manor employed hundreds of men for three years, carving roads out of the steep mountainside, creating sites for summer houses, leveling a huge space for the hotel, dragging in materials, building, equipping and furnishing, until now the Mayview Manor, a 200-room house, of rustic architecture welcomes and serves its guests with all the style of a Broadway hotel.

The Southern Railway sells tickets and checks baggage direct to Mayview Manor. Powerful buses complete journey from rail head. Entire journey may be made by bus from Charlotte, Gastonia, Statesville, Hickory.

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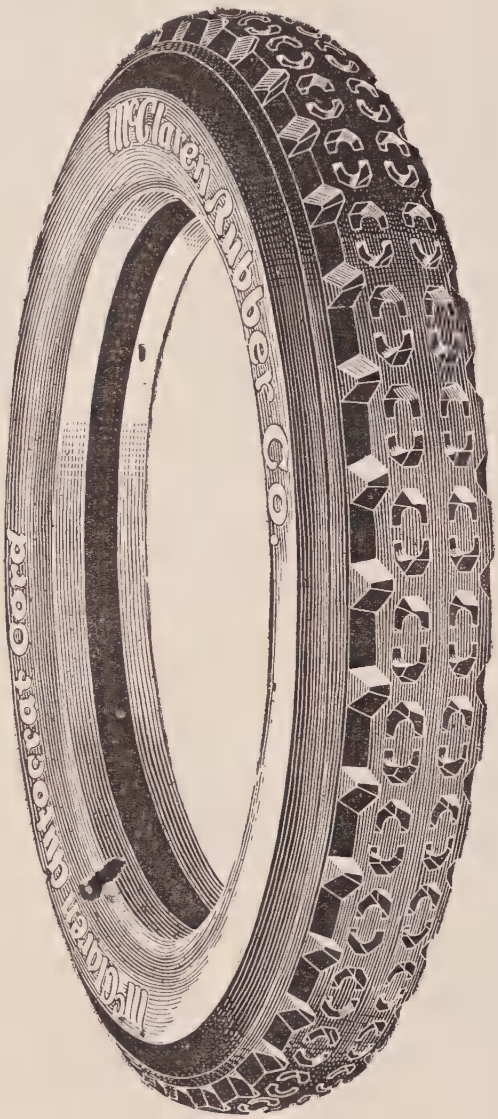

WHAT DO YOU BUY IN TIRES?

AFTER all, isn't it mileage that you buy—not just tires?

Long, satisfactory mileage with a freedom from trouble that lets you forget about tires?

The McClaren Autocrat Cord is built for you.

It is a rugged, oversize, non-skid Cord tire built to give you exceptional mileage.

On the basis of mileage delivered, it is **guaranteed to cost less than any pneumatic you have used, regardless of brand used or price paid.**

You can't lose on a thing like that and you **will** find the trial has paid in added miles and satisfaction.

Write for a copy of the tire service record "Selling Performance."

29,600	Miles on a Dodge—Charlotte, N. C.
25,000	Miles on an Oil Truck—Albemarle, N. C.
37,000	Miles on White Stages, Greensboro—Charlotte.
49,000	Miles on a Garford Bus—Norfolk, Va.
38,000	Miles on Bakers Trucks, Daytona, Fla.

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McCLAREN ALLROAD CORDS

Vacation Time In Carolina

When She Says One Place and You Want to Go Another--Don't Visit the Judge--Ask Us! Routings, Information and Best Wishes are Handed Out Freely to Members of the Carolina Motor Club

By Mrs. M. B. Roberts

IF THE trusty old bus will work and you can break away from the piled-up desk for a few days, see North Carolina first!

Possibly no state in the United States is so rich in natural beauties, so potently presenting what we look for when we are out "just looking." North Carolina has the flora and fauna of the sub-arctic and the subtropic—and don't you question that statement! Proof lies with the alligator and palms of the east coast and the growth of fir and hemlock, with b'ar 'n everything in the mountains of the west. The statement has been substantiated for sceptical readers, and now to proceed with the meat of the story.

The old flivver will do an easy 30 miles on roads like this—of which there are many miles in North Carolina.

The resort seeker, who is the man or woman who wishes to find the kind of fun he really enjoys—fishing, boating, swimming, dancing, riding, motoring, tennis, golf or anything else within the curriculum prescribed by resort physicians, may find just that and more in North Carolina. The busy business man, who is sometimes called the "tired business man" by those who wonder what makes him tired, can enjoy a tangible outing and reap an educational value of merit to his business by spending two weeks or a month in the mountains or on the coast, seeing North Carolina first.

Monday morning when the alarm barks like the neighbor's pet collie dawg, and you cuss efficiently searching for the trigger that cuts out the noise, you may not realize it, but you need rest. The magnificent nerve is the condition which permits one to tell you that. But it is true, even though your boss, if you are lucky enough to have one, does not agree. It is not anticipated that you will agree with all the things set forth in this article—but it is our duty and our business to tell you that you need a rest. And when that is done, we shoulder none of the responsibility of aiding or abetting the solemn but kindly gentleman who drives an elaborate looking hearse up to your front door to take you for a joy-ride.

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Business is all right in it's place; but it fails to fit into a tea-spoon that contains castor-oil or snake-bitters—so heed, mon, yon call o' the mountains and shore!

When you get from under the covers next Monday morning, remember the story you are reading now and when fully lathered for shaving, announce to the wife that you are going to Wrightsville or Morehead City. That will produce a rise, if not a riot, and she will soon convince you that it is the Mountains for you. Yet, persis-

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What's Next In Motordom?

The Public is Continually Looking For Something New--And None Will Venture a Guess as to What it Will Be

By William Ullman

¶ **Engineering developments beyond the new four-wheel brakes and balloon tires are occupying the attention of inventors who delve deep into the mysteries of two-tube tires, electric gear-shifts with four speed transmissions, superchargers, air, oil and gas cleaners are among the new things to whet the motorist's appetite for something different.**

FIFTEEN million car owners eagerly await a general adoption or rejection of balloon tires and four-wheel brakes so that the decks may be cleared for the next big features in motordom.

Thousands of motorists already have accepted many of the newer innovations and have come to regard them as conventionalities. They are awaiting news of newer and bigger improvements in cars.

The question uppermost in the minds of most motorists is not "What are the coming improvements?" but "What CAN they be?" It seems as though the automobile were about as near perfect as possible. It does almost everything a little better than necessary. Price appears to be no obstacle. It is so beautiful in design that many people think it is too good looking for the practical uses to which it is put. What, then, can there be in the way of something new for the automobile?

As one authority says, the public cannot guess what is coming because it is merely looking for something new. The engineer knows what's coming because he knows what the automobile still lacks.

Also the engineer knows that with the changes in car use, traffic conditions and the addition of the various improvements themselves new demands are made of the automobile. These demands must be met with new engineering features.

Roads continue to bring conveniences little dreamed of among the luxury loving kings of an ancient day.

Designing of brakes, both four and two wheel type, for 1925 models will reveal many novelties in the way of brake equalization and adjustment. With the advent of the need for brake inspection engineers know that motorists will soon complain if they are forced to the repair shop for frequent brake adjustment. The adjustments must be so simple that they can be made in a few minutes time by the owner himself, or perhaps be automatic.

The next thing in tires is believed by many to be the two-tube balloon. The motoring public is growing weary of changing tires. It is always skeptical of puncture-proof schemes, but it is beginning to notice that motor buses using four rear tires reveal the advantages of running "with the spares on."

Some years ago a Pennsylvania motorist experimented with four rear tires on a touring car. While the plan had many disadvantages—the least of which was the unsightliness of the rear—the outstanding advantage was that in event of a rear wheel puncture the owner did not have to stop for a tire change. From this experiment—and others like it—has developed the idea that the ordinary tire ought to be equipped with two inner tubes.

Here is where improvements follow improvements. The two-tube idea could not be used satisfactorily in a high-pressure cord tire, because with the tubes under fifty or sixty pounds of air pressure friction between them would be excessive. When one tube punctured the sudden expansion of the other to fill the extra gap would be too much of a strain for rubber. The good tube might even force itself upon the nail that had puctured the first tube, thus resulting in a double puncture and a flat tire.

The balloon changes the situation. Here the tubes would be under comparatively low air pressure so that friction between them would be minimized. In event of the puncture of one tube the good tube, being under comparatively low pressure, could expand to fill the gap without danger of bursting. Since the walls of the balloon tire are so flexible no particular harm would be done to the tire if the mtorist drove on for the rest of the day relying upon the one tube even though its pressure might not be quite up to normal.

The plan calls for considerable experimentation, but it looms upon the automotive horizon as one of the coming things. With no slight margin between a low-pressure balloon and a flat tire, and so great an annoyance to the motorist when the margin is removed, it is logical that tire experts should now turn their attention to the development of the two-tube, or perhaps multi-tube, tire.

With the remarkable development of the clutch and the extreme flexibility of power plants there are reasons to suspect that one of the next big developments will be the elimination of the transmission for all normal driving. The car will be in high gear constantly, with the engine perfectly capable of starting off without extra gearing down and the clutch built to absorb all shock. There would, of course, be a special pedal or lever to operate a low gear in emergencies as when staring off on a very cold day before the engine has warmed up to its full power output or when climbing mountains.

This development, however, is said to be scheduled to follow the development of the electric gearshift and to be adopted only if the later proves unsatisfactory. Much interest centers on the development of the electric gearshift because many see in its

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The Realization Of A Dream

Western North Carolina is Joyfully Anticipating the Improvements Planned for the Great Chimney Rock and Hickory Nut Gap Region

By W. C. Hendricks

Devil's Head, the sphinx of the mountains of North Carolina is one of the many interestng features of Chimney Rock

GOOD roads and automobiles are transforming Western North Carolina!

A region, endowed by Nature with her choicest gifts of scenery and salubrious climate, which until recent years had been comparatively inaccessible, is being opened to the world by means of modern paved highways.

The scenic grandeur of the Southern Appalachians is attaining worldwide fame, due primarily to the fact that these natural beauty spots are now readily reached by motor.

In fact, the decision of the North Carolina State Highway Commission to pave the road between Asheville and Chimney Rock was the deciding factor in a plan to create a scenic playground resort of first magnitude in the Chimney Rock section.

Most everyone in North Carolina knows something of Chimney Rock and its history. Persons who lived in the state ten years ago, associate Chimney Rock with Rome Freeman, sturdy son of the hills, who was the first to realize the great possibilities of the section as a show place.

Dr. L. B. Morse and his brothers purchased the Chimney Rock property a few years ago, and in 1916 built the road which leads from the highway to the base of the giant natural monolith. That road, and the stairs and handrails so placed as to make the vantage points accessible and safe, accomplished the popularization of Chimney Rock. In 1923 more than 42,000 visited the rock and neighboring attractions.

Assurance that the hard-surface road was to be built, crystallized and accomplished the realization of a dream long cherished—to develop a great scenic playground resort and home colonization in the Chimney Rock section.

> ¶ **Chimney Rock—beauty and awsome grandeur; a part of North Carolina's great scenic region and old beyond the ken of man. The severe Grandfathers are soon to witness the gathering of thousands to enjoy the resources of rich scenery afforded by its roaring falls and dashing streams; to participate in primeval sports and gentle recreation.**
>
> **Here's luck to you, pioneers!**

Here, within a brief space, is to be found a concentration of all the scenic grandeur for which the mountains of western North Carolina are famous. The area abounds in scenic wonders. Close at hand are precipices of awesome height; waterfalls tumbling over towering cliffs; "bottomless pools;" and a succession of peaks, coves, mountain streams, and forests, as far as the eye can reach.

Thus there came into existence plans for the creation of what is to be America's greatest scenic playground resort. It was realized that in the development of such a resort three prime requisites must exist: climate, accessibility, and scenery. Probably nowhere in the world are these fundamentals met more fully than in the Chimney Rock section.

The climate of Western North Carolina is unsurpassed in North America on the all-year basis. The choice gems of natural scenery are to be enhanced by the construction of Lake Lure, a sparkling lake of pure mountain water, covering 1,500 acres with a shore line of 27 miles, together with every form of sport, recreation, and amusement.

The Chimney Rock estate is ideally situated; comfortably distant from railroads, yet closely connected with all the principal centers by modern hard-surface roads.

It has long been realized by leaders of thought in Western North Carolina, that to present the ideal resort attractions, to the charm of the mountains must be added the lure of the water. The search for this ideal inspired Lake Lure—situated in the midst of towering ranges, girded by beautiful shore lines, in the heart of what is detined to become America's most beautiful, most fascinating, most popular resort.

The bulk of the land lends itself to residential development. There are sites for hotels, country clubs, golf links, and all forms of outdoor sports.

The initial development includes briefly: building a 100-foot concret

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Lake Lure the beautiful—Excelling in grandeur and sheer beauty any mountain Lake in America—A veritable paradise for lovers of mountain scenery.

Western North Carolina

The Home of Sublime Scenery, Good Roads and Excellent Hotels is Attracting Pleasure Seekers From Many States and Sections

By Mrs. L. E. Fisher

NORTH CAROLINA now is attracting more attention among tourists than any other State in the Union by reason of its great road program. Motorists declare that "When you strike North Carolina you know it. Roads are good, well marked and you can't get lost."

North Carolina holds charm and lure for motorists; Western North Carolina is the high mountain altitude area of Eastern America, with 64 peaks 6000 feet and upward, including the King of Mountain peaks—Mt. Mitchell—with its wonderful motor road, enabling motor tourists to drive to the topmost peak of the Eastern continent. The scene that presents itself as the ascent is made—the sublimity of the grandeur of great forest-covered valleys and mountain peaks fairly bewilders.

Other trips of equal beauty and attractiveness are to the famous Chimney Rock and Broad River Gorge, to Pisgah National Forest, to the Cherokee Indian Reservation and through the beautiful Nantahala Mountains; to the charming and ever different Toxaway country with its many waterfalls, to Roan Mountain, Linville Falls and Blowing Rock, the famous Caesar's Head, and a hundred and one other beautiful points of scenic interest that abound at every turn of the road.

The recent visit of the Pan-American delegates to Asheville and Western North Carolina brought forth generous words of praise for the beauteous scenes that lay spread before them as seen from the commanding view of Keniworth Inn, overlooking the model village of Biltmore. The wonderful panoramic view of Western mountain ranges, with the striking outline of Pisgah and the Rat towering above neighboring peaks.

The great stream of tourist-travel from the middle West has been missing Western North Carolina, but is now ready to turn its tide through Southeast Kentucky, East Tennessee and Western North Carolina, through the improvement of twenty-four miles of bad roads in Kentucky that blocked this travel. This happy condition which will add so much to the wealth of the mountains, has had the keen personal interest of Roscoe and Joseph Marvel, both of Asheville.

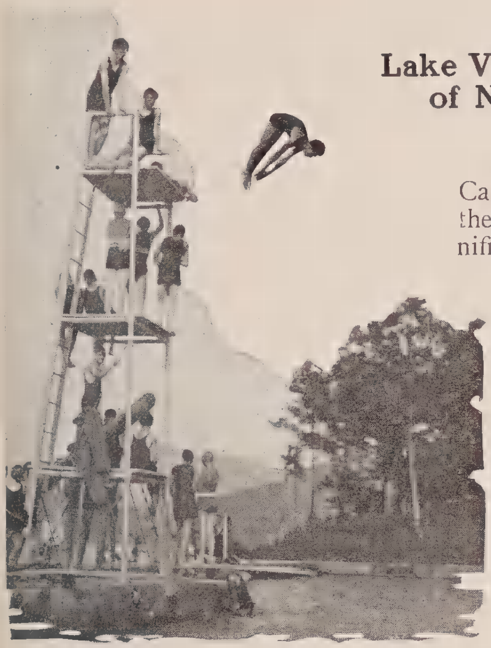
Long distance touring is becoming as common now, as one day's travel ten years ago, so that the more roads that are built the more travel there will be. This means hotels in the mountains and along the highways; farmers' homes open for the tourists; and camp-sites with conveniences prepared for the motorists who want to get close to Nature and a complete change of environment. Asheville has already provided a modern camp-site with floors for tents, electric lights, swimming pools, sanitary facilities and complete police supervision. Pisgah National Forest has been provided with a number of camps for those who wish that life.

But Asheville has done the great thing in providing modern hotels of the South with the Grove Park Inn, George Vanderbilt, Kenilworth Inn, New Battery Park, Manor, and many others. Kenilworth Inn was opened a year ago; the George Vanderbilt and the New Battery Park in the latter part of July; while already additions are being planned to take care of the increasing throngs of tourists, who are coming here.

Entrance to Biltmore Forest Country Club

Beaver Lake

Lake View Park in Suburban Asheville is the Scene of One of North Carolina's Beautiful Resort Developments--Huge Swimming Pool and Fine Bath Houses



Asheville, winner of the Exhibition by Meier of diving contest.

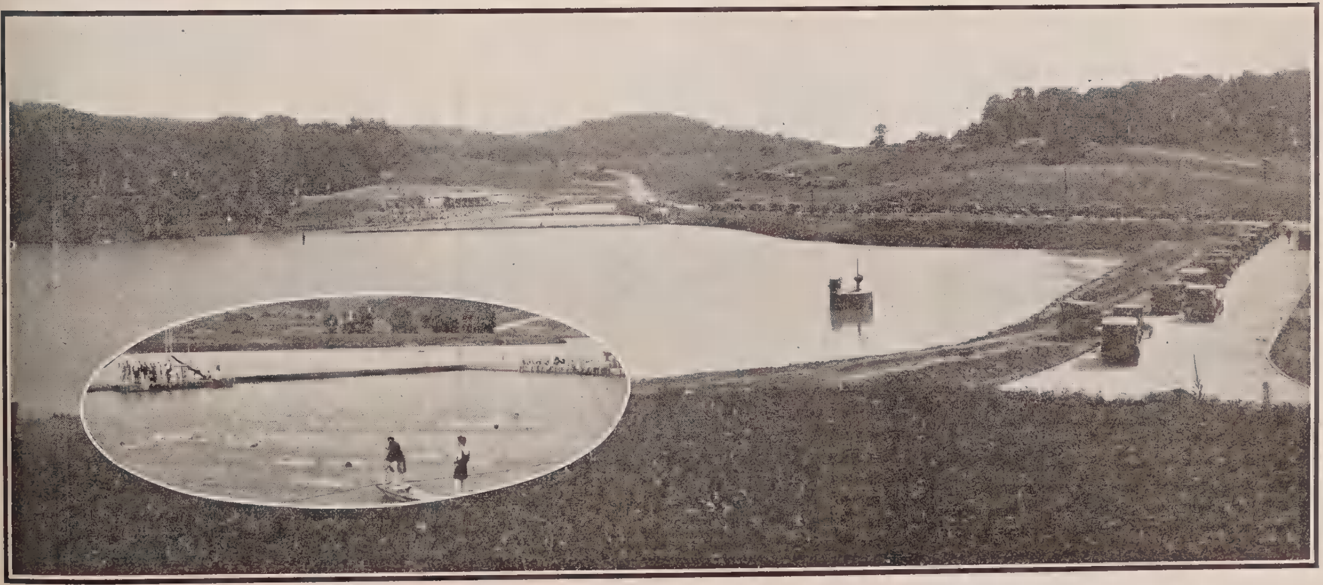
ASHEVILLE is steadily growing in importance as a motorists' paradise, because of its many excellent motor highways and attractive boulevards and this is especially true this summer, since the superb boulevards have been constructed through Lake View Park, around Beaver Lake. This is one of the most beautiful suburbs of Asheville and undoubtedly the most ambitious development project in the Carolinas, covering 2,000 acres on the beautiful sloping hills, with magnificent views of the surrounding mountains, stepping up gradually to the lordly peaks of Mitchell and Pisgah.

A number of recreational features have been introduced, including a large swimming pool, 350x500 feet, bath houses, boat house, Tea House and plans are being perfected for an eighteen hole golf course, handsome Country Club and a large Casino.The opening of the Persian pool and the Recreation Section of Lake View Park was held Thursday, July 17 and was undoubtedly the greatest success of any similar event ever held in the Blue Ridge Mountains, as shown by the photographs of the 700 automobiles present and the crowds around the lake. A conservative estimate placed the number in attendance at 2,000.

Lake View Park is being developed into a restricted residential suburb at a cost of two million dollars. It was planned by Dr. John Nolen of Harvard, the celebrated landscape architect and it has been pronounced the most beautiful spot in North Carolina, with its winding drives of asphalt, its broad parkways planted with maples, Rhododendrons, Mountain Laurel and

(Turn to Page 17)

A study of the pool with bath houses and tea houses and the lake in the distance.



Seven hundred automobiles were parked around the lake at the opening of the pool. (Inset) Swimming race, boys under 17 years of age.

Busmen Want Legislation

Seek Protection For Legitimate Operators and For the Public--Club Will Actively Prosecute Case Against Two Prohibition Officers

By S. A. Markel

THE convention of busmen in Greensboro on July 14th brought forth a determination among reliable bus operators of the state to have a regulatory bus law adopted, if possible. The life of bus transportation depends upon its service to the public and its measure of success is governed by the character of such service. It is perfectly patent that under present operating conditions in North Carolina, reliable bus operators are unable to render that class of service to which the public is clearly entitled.

North Carolina bus owners fully realize these facts and are anxious to have a state bus law adopted and recommend that it include among its provisions the following:

§ All operators of cars "for-hire" shall secure a permit from the state authorities before they shall be permitted to operate, and all of them should be declared public carriers under the law.

§ Before any certificate shall be granted to an operator, the owner of such vehicle must procure and file with the state an insurance policy or bond for the protection of the public against any injury or damage that may be occasioned by the operation of such for-hire vehicle.

§ There should be four classes of certificates, namely, bus lines on regular routes and schedules; bus lines for occasional operation; automobiles or taxicabs for-hire who do not operate over any route or under any schedule, and freight trucks carrying merchandise for compensation.

§ In order to prevent discrimination or injustice being done any present operators, the law should provide that all of those who are operating in good faith or were operating in good faith at a given time should be granted certificates as a matter of right, hence any additional applicants would be compelled to show the public convenience and necessity for their additional service.

§ All rates governing this service should be regulated by the state in keeping with mileage, condition of roads and such other factors as may be considered.

§ All motor carriers should pay their just proportion of tax and which should be based upon a seat mile basis for passenger carrying vehicles and a ton mile basis for trucks.

§ The law should provide severe penalties for intoxicated or immoral drivers, in addition to the revocation of their permits, and provisions made concerning the safety and speed of operation.

§ The following operation should be excluded from the provisions of such bill: Farmers and dairy men when hauling at least fifty percent of their own products; Vehicles while used exclusively for transporting persons to or from Schools, Sunday Schools, Churches or religious services of any kind, and to or from picnics or upon special prearranged excursions, or to United States mail carriers operating star routes while engaged solely in carrying mail, and educational or sightseeing excursions or tours from points outside of this state to points of historic interest in the state, provided they do not solicit or receive patronage along the road, but such vehicles operating from outside the state shall pay the proper tax to the State of North Carolina.

An urgent call has been issued by the Bus Owners Association to its members urging that they cooperate "in the interest of the people of this state as well as the legitimate bus operators. To lend support to such measure, embodying the principal items above referred to. It is absolutely essential that some such law be passed in order to save for the people of this state motor transportation.

"Thirty two states in this country have adopted these laws so let us get busy and have one for North Carolina that will protect the public, as well as the large investment in good roads which should be used in the interest of the public, the result of which will also be the saving of our business."

STATEMENT

Warrants have been sworn out for Hege and Baker, the two federal prohibition officers who shot up the car occupied by H. O. Carpenter of Winston-Salem and R. L. Beall of Greensboro on July 18th, and we expect these warrants to be served.

Our attorney has been instructed to give undivided attention to see that these men are prosecuted, and that such outrages will not be duplicated on the highways of North Carolina.

The Carolina Motor Club is using its best efforts to serve the motorists by encouraging them to visit our resorts and to know our great state, and we are spending much towards building up tourist travel from other states. Such outrages as was committed on July 18th, will have a telling effect upon tourist travel to this state if they are not stopped.

CWR

PROFESSIONALS AT WINSTON

Winston-Salem is attracting many golfers to its Donald Ross championship course which is rated by crack players who have made it as one of the finest in all the South. Now in it's second season, the greens are surpassingly good, and the fairways have the consistency and springiness of aged turf. The Forsyth Country Club membership is stoutly backing the continued development of the $80,000 lay-out. Visiting golfers find every convenience in locker-rooms, showers and caddies. Mr. F. J. DeTamble, an outstanding automobile dealer and a devoted fan of the ancient game is the newly elected president who is putting energy and effort back of this development. Artistic rain shelters have been constructed, drinking fountains installed at a dozen points on the course and equipment added for motor-driven grass cutters.

At Winston-Salem on August 22 and 23, the professional golfers of North and South Carolina will meet for their qualifying rounds for the National tournament to be held the following month. They will try the Winston course for par. A fine program of entertainment has been arranged with an amateur-professional match on the day preceding the professionals play.

ACCIDENTS AND THEIR CAUSES

The month of May witnessed 430 deaths from automobile accidents, 344 adults and 186 children, accordin to figures recently announced by the American Automobile Chamber of Commerce. During this month, 221 pedestrians were run down and killed. The figures are a compilation of clippings taken from nineteen newspapers over the United States and do not represent the full number of accidents but only those in which there were fatalities.

Collisions between cars caused 38 deaths, while 48 were killed at railroad crossings and 25 died in their cars. Speeding heads the list of possible causes of the accidents with 33, while intoxication follows with 15. The next greatest cause is that of violating the rules of the road with 14 accidents to its credit. Adult jaywalking resulted in 53 deaths, while confusion on the part of those crossin streets or roads caused 17 deaths and mortalities came to 49 children playing in the streets.

"The Road to Chapel Hill" pictured on the cover of last month's Motorist was, as we failed to mention, the very fine work of the firm Wooten-Moulton, photographers, Fort Bragg and New Bern.

Events in Carolina's Motorworld

Carolina Motor Club Attorney Makes Some Startling Announcements Regarding When You May Be Arrested and When You Are Within Your Rights

By B. T. Ward
Club Counsel

THERE is a growing dissatisfaction among motorists of North Carolina over the manner in which some officers are making a pretense of performing their duty in enforcing the speed law. The dissatisfaction is not without cause.

The speed law is on the statute books, and it should be observed. There are also laws on the statute books which prescribe the mnaner in which, those who are charged with violating the law, shall be dealt. It must not be forgotten that it is equally as important that these laws be observed.

A few officers about the state have seen fit to use process, documents, methods and procedure, which shock the consciences of those who entertain proper respect for law, which are unknown to the law and which are creatures of "main force and awkwardness."

Perhaps the one of these which causes most discontent is that recently created, quasi legal document, issued under the hands of a few Justices of Peace, and commonly known as the form letter. Reaching the motorist by mail, it informs him that he, while in a distant county several days before, operated his automobile at a rate of speed exceeding thirty miles per hour. This document also informs him that a warrant has been issued. The most extraordinary part about it, however, is a suggestion it contains that the motorist can send $8.65 to cover costs and fine, if he does not wish to appear.

Another practice, which may be depended upon to breed dissatisfaction, is that of officers taking cash bonds on the highways. It sometimes happens this may: The officer stops the motorist. The officer suggests a bond of a certain amount. The motorist hesitates and then begins to argue. The officer suggests a smaller bond. There is more hesitation and argument. The officer agrees to take a still smaller bond.

The manner in which a warrant is sometimes used should not be overlooked. From a distant county, it is forwarded to an officer of the county in which the motorist resides. With the warrant goes a message that the defendant can either appear or send a certain amount to cover costs and fine.

These practices are all in hopeless conflict with the letter and spirit of the law, yet they are carried on constantly.

And they are carried on only because the motorists permit them to be. Had motorists in the beginning, and at all times since, demanded, in all cases, that they be dealt with as the law prescribes, just as though they were charged with offences more serious than speeding, then none of the above mentioned practices would exist. But when motorists have been charged with speeding, they have thought about convenience rather than principle.

The situation presents a problem. The problem will be solved when each person charged with exceeding the speed limit, whether guilty or not guilty, demands, in full measure, the rights guaranteed him by law. It will become more perplexing and aggravating so long as motorists follow the line of least resistance and continue to pay over $10.00 for a cash bond or $8.65 to cover costs and fine.

FIRST MOTOR MAGAZINE!

"Run with kerosene or gasolene (note the spelling) without changing motors," is how an advertisement reads as appearing in the inital number of the first automobile magazine ever published.

It was called "The Horseless Age," and was printed by one E. P. Ingersoll in New York City, the first number making its appearance in November, 1895.

Although a surprisingly large number of advertisements and special articles appear in this journal and give the names of many motor car manufacturers, the only ones that sound familiar in this day are Daimler and Duryea.

One concern takes half-page space, the Rubber Tire Wheel Co., Springfield, Ohio, which proudly announces "12,000 solid tires are now in use."

An interesting picture of this old volume shows the great inventor, Hiram Maxim, at work on a sort of motorcycle, while one gets a big surprise in finding that disc wheels are nothing new, there being an announcement of a "wheel without spokes, a web of steel taking their place."

This pioneer automobile journal also gives space to the first race announcement. Prizes amounting to $5,000 were offered by the Rhode Island Fair Association for "a motor carriage race." It seems that several days were consumed in getting the cars lined up, etc., and that gasoline driven cars were matched against the electrically charged autos. No mention whatever is made of the drivers, but the winner, a Riker car, made the fastest time for a mile—two minutes, 13 seconds.

TOURISTS AS AN ASSET

Chamber of Commerce secretaries from North Carolina cities heard an important subject intelligently discussed at their recent meeting in Morehead City when Ernest Smith, general manager of the American Automobile Association presented the value of motor tourists to a community. Tourists follow good roads, good hotels and good camp sites, becoming home owners and investors in the city that meets their fancy. That three quarters of a billion dollars was expended by auto tourists alone last year at hotels, garages, store camps, etc., was the startling announcement made by Mr. Smith in emphasizing his subject.

A typical instance of what Mr. Smith proposed for the development of North Carolina as a touring objective is found in the plan of making Utah a Mecca for tourists. By means of advertising campaigns Utah is now undertaking to point out the variety of objectives offered by that State and by reminding motorists that they should spend more time in Utah on their migrations east and west.

Mr. Smith discussed with the Commercial Secretaries the question of getting out a North Carolina edition of the American Motorist, the official publication of the American Automobile Association. A similar number recently issued for Virginia ran through two editions and has already been the means of inducing hundreds of motor tourists to visit Virginia.

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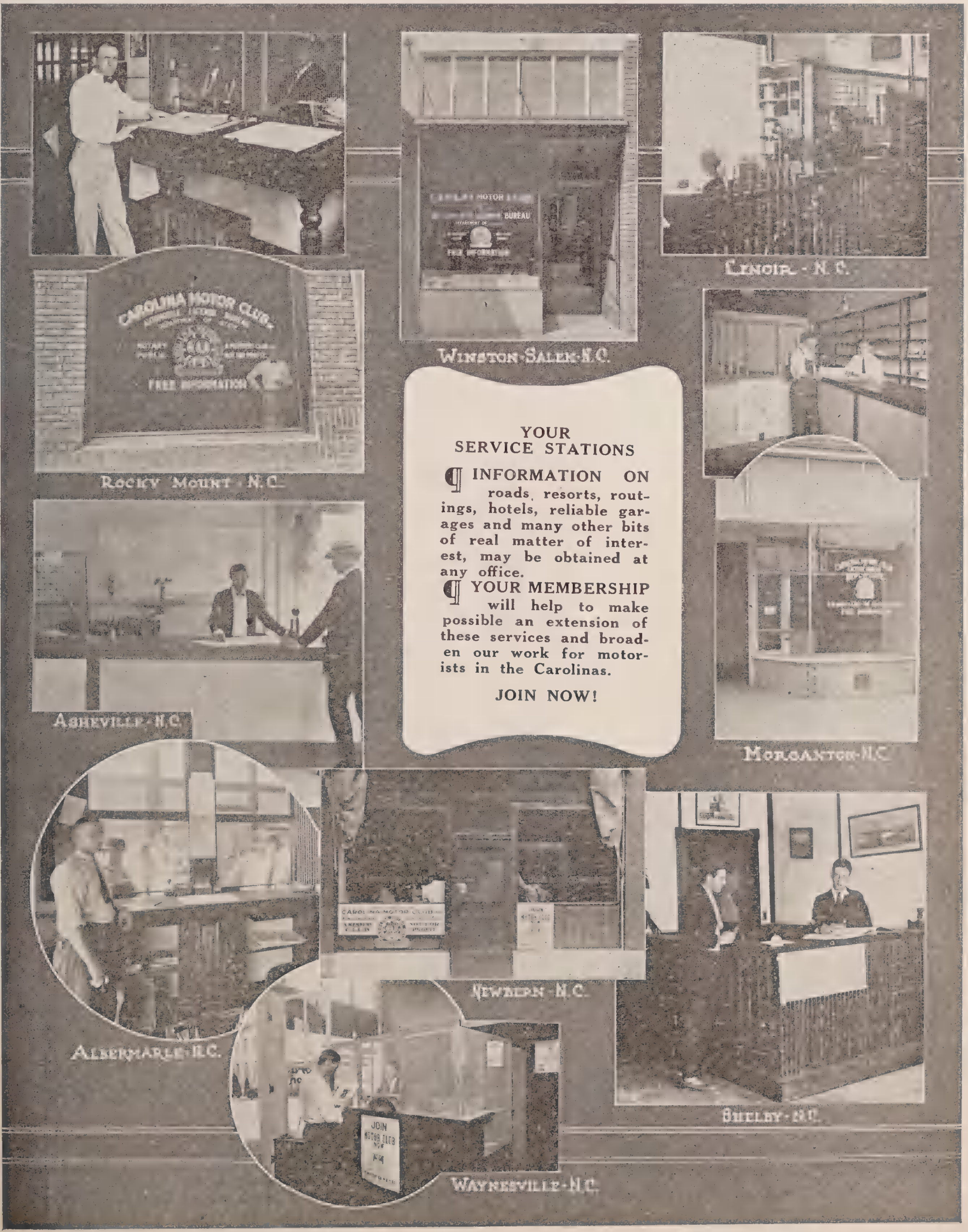
SERVING CAROLINA MOTORISTS

¶ THIRTY-EIGHT OFFICES of the Carolina Motor Club are actively engaged in serving the man or woman who drives a car in the Carolinas.

¶ EVERY MAN WHO owns a car owes it to himself to become a member of the organization which strives daily to better conditions for motoring.

JOIN NOW!



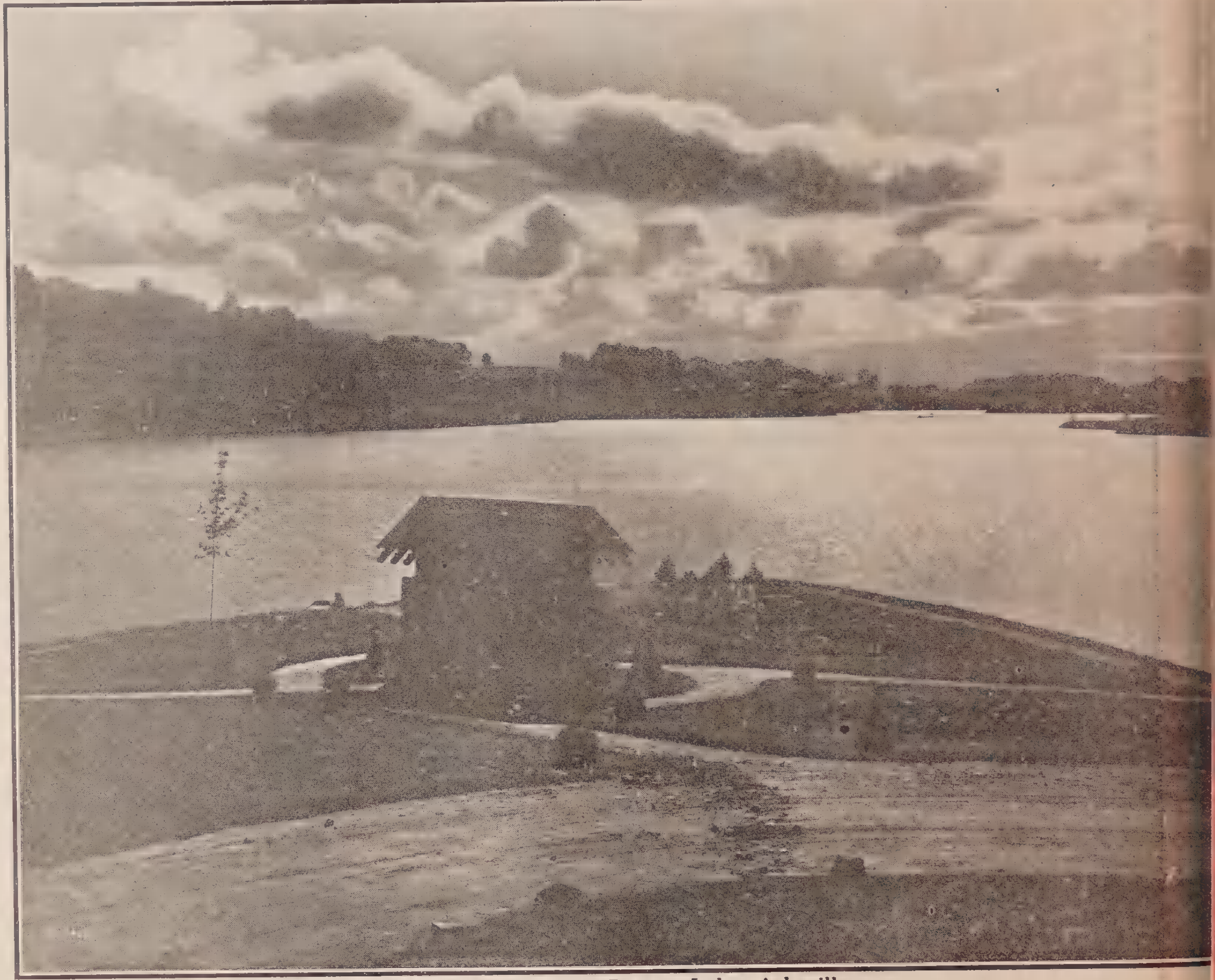
YOUR SERVICE STATIONS

¶ INFORMATION ON roads, resorts, routings, hotels, reliable garages and many other bits of real matter of interest, may be obtained at any office.

¶ YOUR MEMBERSHIP will help to make possible an extension of these services and broaden our work for motorists in the Carolinas.

JOIN NOW!

MOTOR TO ASHEVILLE

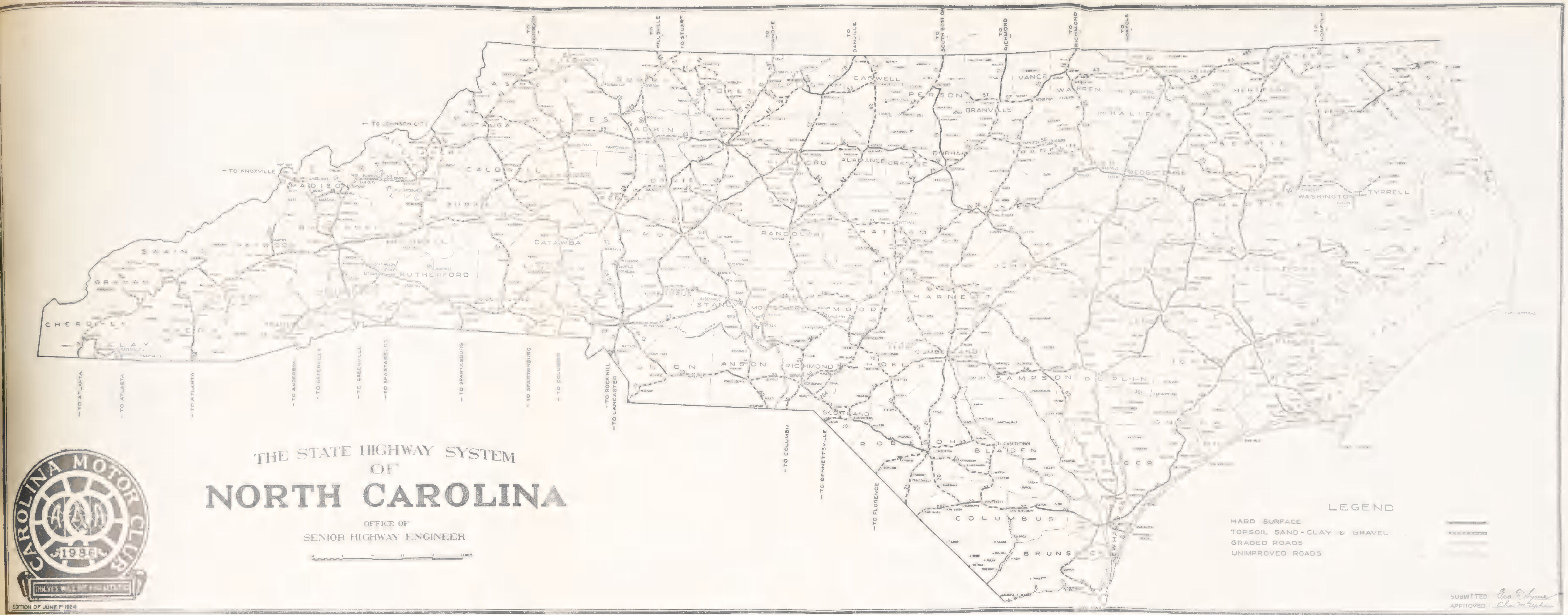


Moonlight Scene on Beaver Lake, Asheville.

ASHEVILLE is the Mecca for the people of the Carolinas and Florida and Georgia this Summer. The Opening of the two new Million Dollar Hotels—the George Vanderbilt and the Battery Park, provides the finest kind of accomodations, in connection with the famous Grove Park Inn, the beautiful Kenilworth Inn, the Langren and a dozen other good hotels. There are also several new apartment houses and many new houses.

The two golf courses are the finest in the country and there are new bridle paths and hundreds of miles of wonderful asphalt and macadam roads for motoring to a score of interesting points in the wonderful mountain sections. This month Asheville will have a week of Grand Opera and there are four good theatres, offering the late musical comedies and the best pictures. Two magnificent department stores and many new shops offer exceptional shopping advantages. Beaver Lake and the Persian Pool are new features for your entertainment..

LAKE VIEW PARK



THE STATE HIGHWAY SYSTEM
OF
NORTH CAROLINA

OFFICE OF
SENIOR HIGHWAY ENGINEER

LEGEND
HARD SURFACE
TOPSOIL SAND-CLAY & GRAVEL
GRADED ROADS
UNIMPROVED ROADS

SUBMITTED: Geo. F. Syme
APPROVED: Chas. M. Upham

EDITION OF JUNE 1st 1924

NORTH CAROLINA DETOUR REPORT

JUNE, 1924

ROUTE NO. 10

BETWEEN COUNTY WHARF IN THE CITY OF BEAUFORT AND CITY LIMITS OF BEAUFORT—Eastbound traffic turn to the right as directed by large stand sign at the town gate along Mulberry Street two blocks to Pollock Street, thence to th[illegible] on Pollock Street two blocks to Cedar Street; thence to right at Cedar Street two blocks to Craven Street, thence to left on Crav[illegible] one block to Railroad Street; thence to right on Railroad S[illegible] to Turner Street; thence to left down Turner Street to C[illegible]arf.

Westbound traffic follow the rev[illegible] above.

NEW BERN-KINSTON—Westbound traffic turn to the left as directed by large sign a[illegible] End Street in New Bern, following Route No. 30 to Deep Gulley; thence to the right following large stand signs marked Route No. 303 and Route No. 10 to Kinston, entering Route . 10 at Queen Street in the city of Kinston.

Eastbound traffic detour out of Kinston as directed by large signs, owing reverse of the above.

DURHAM-HILLSBORO—Westbound traffic follow Route No. 75 to apel Hill. Take Route No. 14 from Chapel Hill to Hillsboro, then oute No. 10 west.

Eastbound traffic follow reverse directions. Toll detour alternate e.

GLEN ALPINE-BRIDGEWATER—Westbound traffic turn to left 72 miles from Glen Alpine [illegible] barricade marked, "Detour," thence a southeasterly direction along deto[illegible] (crossing new graded highay), for a distance of 600 feet to intersection of old highway, thence ong old undisturbed highway 5.7 m[illegible] to Bridgewater.

Eastbound traffic follow reverse [illegible] above.

CANTON-WAYNESVILLE—Westbound traffic turn left at detour gn in city of Canton and follow paved road to Woodrow. Turn right end of concrete paving, cross Pigeon River [illegible] steel bridge, and ollow gravel road No. 286 to Waynesville.

Eastbound traffic follow reverse of above.

BRYSON CITY-MURPHY—Leave Route 10 at Swain; thence over oute 286 to Franklin; thence over old Route 28, which is very rough, Andrews; thence along Route 10 to Murphy.

Traffic from Murphy to Bryson City follow reverse directions.

MURPHY-GEORGIA LINE—Short detours, plainly marked, and in ood condition.

ROUTE NO. 11

PINK HILL-KENANSVILLE—Southbound traffic turn to the left t large stand sign about four miles south of Pink Hill, follow signs, ntering Route No. 301 just east of Weaver's Bridge; turn to the right s directed by large stand signs, following Route No. 301 to Kenansille.

Northbound traffic turn to the left at large stand sign just east f Weaver's Bridge, following the reverse of the above.

ROUTE NO. 15

GLASS-CONCORD—Southbound traffic turn left at Cook's Crossing, arge detour sign, cross railroad, follow old Concord-Salisbury road one-alf mile, enter new road at large detour sign.

Northbound traffic turn to the right at large detour sign two miles orth of Concord and follow reverse of the above directions.

GASTONIA-LINCOLNTON—Turn to left at Dallas following High hoals road [illegible] way of High Shoals and Kiser's Store to County Home, hence follow detour as described between Charlotte and Lincolton, oute No. 27.

Southbound traffic follow reverse of above.

ROUTE NO. 16

NEWTON-LINCOLNTON—Follow new road, Route No. 16 from ewton to C. & N. W. overhead crossing near Lincolnton, turn left [illegible] as marked into Lincolton. Caution is given to look ut for short local detours around bridges.

Traffic from Lincolton to Newton follow reverse of above.

ROUTE No. 17

LENOIR-HICKORY—Starting in Lenoir follow Route No. 18 east ne and one-half miles, take right hand road at large detour sign and ollow county road two miles, coming back into main road two miles ast of Lenoir.

Westbound traffic follow reverse of above.

BOONE-BLOWING ROCK—Traffic from Boone turn south off oute No. 60 near courthouse in Boone; cross narrow gauge railroad acks, follow narrow dirt road nine miles, coming into Route No. 175 o miles from Blowing Rock.

Traffic from Blowing Rock proceed over Route No. 175 two miles, rn right and follow narrow dirt road to Boone.

ROUTE NO. 19

ROAD BETWEEN WOODLAWN AND LITTLE SWITZERLAND is osed to traffic, except at 7:00 A. M., 12:00 Noon, and 6:00 P. M.

ROUTE NO. 20

MONROE-WADESBORO—Eastbound traffic proceed to Mar[illegible]ille on Route No. 20, turn left, cross railroad, turn right, going one-fourth mile, turn left and follow Olive Branch road five miles to Polkton road, turn right, going 2.7 miles to Meacham Place, turn right, going two miles to crossroads and filling station, turn right, going two miles to Deep Springs Church, turn left going 2.6 miles to lumber yard, turn left, one-fourth mile, turn right one-tenth mile entering Route No. 20, turn left and follow Route No. 20 via Polkton to Wadesboro.

Westbound traffic follow reverse of above.

LAURINBURG-HAMLET—Traffic follow old road, Route No. 20, which is under construction, but in fair condition. Caution is given to look out for construction forces the entire length of the road. Route No. 20 road into Laurinburg or turn south at detour sign and follow reverse of above.

BAT CAVE-ASHEVILLE—Westbound traffic follow Route No. 28 from Bat Cave to Hendersonville, thence to Asheville on Route No. 29. Eastbound traffic follow reverse directions.

ROUTE NO. 24

FAYETTEVILLE-RAEFORD—Follow Route No. 24 from city limits of Fayetteville over new concrete pavement 8.4 miles to Fenix; thence follow Route No. 24 over graded road 1.0 mile to detour sign just west of filling station; detour to left 4.2 miles via Galatia Church; thence follow Route No. 24 in Hoke County to Raeford.

Raeford to Fayetteville—Reverse the above directions after turning to right at detour sign on Route No. 24 in Hoke County one-half mile from the Hoke-Cumberland County line.

ROUTE NO. 27

CHARLOTTE-ALBEMARLE—Through traffic from Charlotte to Albemarle go by way of Concord over Route 15 from Charlotte to Concord and Route 74 from Concord to Albemarle. Traffic from Albemarle to Charlotte follow reverse of above.

Local traffic follow Route No. 27, which is continuous detour from end of hard surface road 6 miles east of Charlotte to Albemarle.

CHARLOTTE-LINCOLNTON—Northbound traffic turn left at Alexis and follow detour signs five miles to Route No. 16; turn right and follow Route No. 16 four miles; turn left and follow as marked three miles to Lincolnton.

Southbound traffic follow reverse of above.

ROUTE NO. 32

EDENTON-SUNBURY—Northbound traffic turn right at Evans Church, drive one mile to Mavaton, turn left, follow Norfolk Southern railroad through Cisco to Center Hill, turn left down county concrete road to Meege. Distance about seven miles, three miles of which is paved road.

Southbound traffic turn left at Meege, follow concrete road to Center Hill, turn right, follow Norfolk Southern railroad through Cisco to Mavaton, turn right, and come into Route No. 32 at Evans Church. Standard signs all the way.

ROUTE NO. 40

ENFIELD-HALIFAX—Northbound traffic turns to right at forks of the road two miles north of Enfield and follows detour via Crowell's crossroads to Halifax.

Southbound traffic takes the left-hand road three and one-half miles south of Halifax and follows detour signs via Crowell's crossroads to Enfield.

WILSON-FREMONT—Southbound traffic turn to right as directed by large stand sign at Wiggin's Mill; follow Route No. 22 to large stand sign at [illegible] point on Route No. 22; turn to the left [illegible] directed by large stand sign; follow signs, entering Route No. 40 at Black Creek Crossroads.

Northbound traffic turn to the left as directed by large stand sign at Black Creek Crossroads, following the reverse of the above.

KENANSVILLE-PENDER COUNTY LINE—Southbound traffic at Charity crossroads, on Route No. 40, detour to the right and follow the detour signs to Rose Hill, thence to Teachey, thence to Wallace, thence to Willard Station and thence easterly along the county road to Route No. 40 at about five miles from Wallace.

Northbound traffic detour to left at about five miles south of Wallace and follow the detour signs to Willard, thence to Wallace, thence to Teachey, thence to Rose Hill and thence to Charity crossroads, on Route No. 40.

ROUTE NO. 50

NORLINA-WISE—Northbound traffic take county road from Norlina to Warren Plains; thence over the county road to Wise. Detour in good condition and properly marked.

YOUNGSVILLE-RALEIGH—Northbound traffic turn to right at Millbrook and follow detour 1.7 miles to intersection of road from Rolesville to Raleigh; follow county road by Rolesville to Wake Forest.

Southbound traffic follow reverse directions.

ROUTE NO. 57

HENDERSON-OXFORD—Southbound traffic from Henderson follow Route No. 57 to end of Garnett Street, turn to right and follow detour signs seven miles, then Route No. 57 to Oxford. Northbound traffic reverse direction and follow signs to Henderson.

ROUTE NO. 60

CLINTON-DELWAY—Southbound traffic turn to the right as directed by large stand sign three miles south of Clinton, follow signs to Delway.

Northbound traffic turn to the left as directed by large stand sign at Delway and follow the reverse of the above.

SANFORD-JONESBORO—Southbound traffic turn to left at corner of Chatham and McIver streets; follow out McIver street about 0.8 of a mile; turn right at sign and go south for 0.1 of [illegible] mile; turn left at sign and go east for two miles which puts you on the main street in Jonesboro. Turn left for Route No. 60.

Northbound traffic follow reverse directions.

BETWEEN WINSTON-SALEM AND YADKINVILLE—Westbound traffic follow Route No. 65 west out of Winston-Salem twelve miles, turn right follow soil road ten miles via Farmington to Route No. 80, turn sharp right and follow Route No. 80 north nine miles to Yadkinville.

Eastbound traffic, turn right in Yadkinville, follow Route No. 80 south nine miles and follow reverse route of above.

ROUTES NOS. 65 AND 709

WINSTON-SALEM - MOCKSVILLE—Traffic from Winston-Salem take right-hand road at large detour sign one mile after crossing Yadkin River, follow soil road for five miles to Farmington: turn sharp left, follow soil road five miles coming back into main road at end of concrete pavement four miles from Mocksville.

Traffic from Mocksville follow reverse route.

REIDSVILLE-LEAKSVILLE—Northwest traffic detour [illegible] directed by signs at the north limits of Reidsville over county road to Leaksville.

Southeast traffic from Leaksville detour to the left at large stand sign on the south of covered bridge at Leaksville and follow reverse of above.

Traffic to Wentworth using Route No. 65, [illegible] usual.

ROUTE NO. 66

PILOT MOUNTAIN-MT. AIRY—Northbound traffic turn right at north end of concrete road through Pilot Mountain; follow soil road to Westfield: thence over Route No. 89 to Mt. Airy.

Southbound traffic follow reverse route.

ROUTE NO. 68

BETWEEN NORTH WILKESBORO AND JEFFERSON—Traffic from North Wilkesboro turn left at large detour sign five miles from Jefferson; follow detour as marked to and through West Jefferson.

Traffic from Jefferson will detour via West Jefferson. This detour has steep grades and gets bad in wet weather.

ROUTE NO. 70

REIDSVILLE-GREENSBORO—Southbound traffic take right-hand road at large sign at south corporate limits of Reidsville and follow signs via Monroeton to Brown Summit; thence over Route No. 70 to Greensboro.

Northbound traffic follow reverse of above, leaving Route No. 70 at large sign in Brown Summit.

GREENSBORO-RANDLEMAN—Detour sharp to right at large stand sign on South Elm Street, following Bragg Street, as directed by signs, to Cedar Street. Out Cedar Street, as directed by signs, entering Route No. 70 approximately six miles south of Greensboro.

Northbound traffic detour to left at large stand sign, approximately six miles south of Greensboro, following reverse of above.

RANDLEMAN-ASHEBORO—Southbound traffic detour to the left at large stand sign at southern limits of Randleman, over gravel topsoil road into Asheboro, as directed by sign. In Asheboro northbound traffic follow Route No. 70 to a point approximately two and one-half miles north of Asheboro; thence to the right, over Route 62 to Central Falls. Turn sharp to left at stand sign, following county road into Randleman.

ROUTE NO. 89

WINSTON-SALEM-WALKERTOWN—Traffic from Winston-Salem will follow Route No. 65 north nine miles; turn sharp left, follow soil road one mile to Walkertown.

ROUTE NO. 90

TARBORO-BETHEL—Eastbound traffic turn to left at large detour sign at east end of Tar River bridge,, and follow detour signs to Bethel and the concrete roads to Robersonville and Greenville.

Westbound traffic turn north at large detour sign in Bethel, crossing railroad and following signs to Tarboro, coming back on Route No. 90 at east end of Tar River bridge.

ROBERSONVILLE-WILLIAMSTON—Eastbound traffic turn left at large detour sign on Main Street, Robersonville, and follow signs through town of Gold Point to Route No. 125, thence into Williamston on Route No. 125.

Westbound traffic turn right at large detour sign on Main Street, Williamston, and follow reverse of above.

ROUTE NO. 91

WILSON-FARMVILLE—Eastbound traffic turn to the right at Nash Street in the city of Wilson as directed by large stand sign; follow signs into the city of Farmville. Westbound traffic turn to the left in the city of Farmville at large stand sign, following the reverse of above.

GREENVILLE-WASHINGTON—Eastbound traffic leave Route No. 91 at "Five Points" in Greenville, via Evans street and 14th street, to county pavement towards Cox's Crossing to large detour sign about four miles from Greenville; turn sharp to left on earth road following signs via Simpson, entering Route No. 91 about one-half mile past Simpson onto pavement, turning to right and following Route No. 91 (pavement) to Washington.

Westbound traffic leave Washington across river, following Route No. 91 via Marsden and Grimesland to a point about five miles east of Grimesland, i. e., to large detour sign on pavement. Leave pavement, turning to left and following detour signs via Simpson to county pavement—about four miles between pavements. Turn to right and follow pavement into Greenville, again entering Route No. 91 at "Five Points."

ROUTE NO. 207

BETWEEN FOREST CITY AND SOUTH CAROLINA LINE—Southbound traffic will follow Route No. 207 to top of hill on Main Street in Cliffside (detour sign), turn left on block, turn right. Follow this street to intersection with Route No. 207 in front of Cliffside Mills Store.

Northbound traffic will follow Route No. 207 past garage at Cliffside (detour sign), turn right and follow this street three blocks and turn left on block back into Route No. 207.

ROUTE NO. 285

DILLSBORO-FRANKLIN—At Dillsboro follow old county road to wooden bridge over Tuckaseigee River; cross river and follow newly graded road to foot of mountain near Gay. From Gay to top of Cowee Gap follow old road, thence to Franklin via well-marked county road.

ROUTE NO. 286

FRANKLIN-GEORGIA STATE LINE—Follow new graded road.

ROUTE NO. 342

EDENTON-HERTFORD—Eastbound traffic leave Edenton via Virginia Road to Small's Crossroads, and follow detour signs to Hertford.

Westbound traffic leave Hertford via Center Hill road, follow detour signs to Small's Crossroads; thence along the Virginia road to Edenton.

ROAD CONDITION REPORT ISSUED BY THE SOUTH CAROLINA HIGHWAY DEPARTMENT FOR WEEK ENDING JULY 19, 1924

Note.—The following report is based on information received Thursday, July 17th, and does not take into consideration any rains that might occur after that day.

GENERAL CONDITION—Roads have improved considerably in last week and are generally fair to good. Several places are still impassable or rough from the effects of the recent rains.

Route No. 2.—Charleston-Summerville-Orangeburg-St. Matthews-Columbia-Newberry-Greenville - Easley - Seneca - Walhalla - Georgia line. Charleston to 16 mile post paved. Thence to Summerville to Orangeburg County line good. Orangeburg County line to Columbia good, except 2 miles which is rough but passable. Short detour near Dixiana in fair condition and well marked. Columbia to Newberry road paved 18 miles thence to Laurens to Fountain Inn good. Fountain Inn to Greenville to Easley to Calhoun to Seneca good to excellent. Seneca to Walhalla to Mountain Rest fair to good. Being resurfaced between Seneca and Walhalla. For Hendersonville and Asheville take routes Nos. 21 and 29 from Greenville or route No. 10 from Newberry by way of Union and Spartanburg.

Route No. 8.—National Highway: Grover-Blacksburg-Gaffney-Spartanburg-Greenville-Anderson-Alfords Bridge. Good throughout, short detour between Spartanburg and Cowpens due to hard-surfacing, good. Toll bridge over Savannah River.

Route No. 12.—Jefferson Davis Highway: Augusta-Aiken-Batesburg-Lexington and Columbia good to excellent throughout.

Routes No. 7 and 16.—Charlotte-Rock Hill-Chester-Winnsboro-Ridgeway and to Columbia. Charlotte to Fort Mill under construction. Traffic advised to go by way of York road from Charlotte and turn to left about three miles from Buster Boyd bridge over Catawba River coming into Route No. 7 at Fort Mill. Fort Mill to Rock Hill excellent. To Chester to Blackstock to Winnsboro to Ridgeway good. Ridgeway to Columbia paved except three mlies south of Ridgeway which is fair.

Route No. 19.—Appalachian Highway: Newberry-Whitmire-Union-Glenn Springs-Spartanburg-Landrum and to Saluda, Hendersonville and Asheville in North Carolina good throughout.

Routes Nos. 29 and 21.—Dixie Highway: Asheville-Hendersonville-Greenville-Greenwood-Edgefield and Augusta. North Carolina line to Greenvlile to Princeton good. Princeton to Ware Shoals to Greenwood to Edgefield County line good. Edgefield County line to Edgefield fair to good. Edgefield to Trenton to Aiken County unimproved but passable. Thence to Augusta fair. Traffic can also go from Trenton via Route No. 27 to Aiken and Route No. 12 to Augusta. Trenton to Aiken good except 5 miles, unimproved but passable. Aiken to Augusta fair.

Routes No. 10 and 20.—Alternate to above route via Greenwood and Augusta. Greenwood to McCormick to Parksville good. Parksville to Savannah River good. Ferry does not operate between 11 p. m. and 6 a. m. Savanah River to Augusta good.

Routes Nos. 15 and 20.—Princetoito Abbeville to McCormick to Augusta. Princeton to Honea Path to Donalds to Abbeville to McCormick excellent. McCormick to Augusta, see above.

Routes Nos. 22 and 7.—Newberry-Greenwood-Abbeville-Calhoun Falls. Good throughout, short detours around bridges under construction between Abbeville and Calhoun Falls which are passable.

Routes Nos. 26, 41 and 44.—Camden-Sumter-Manning-Kingstree-Georgetown. Camden to Kershaw-Sumter line near Rembert good. County line to Rembert fair. Rembert to Clarendon County line mostly paved, other sections fair. Clarendon County line to Manning to Kingstree fair. Route No. 412 impassable at Black River [illegible] account of high water but will probably be opened by Tuesday, July 22nd. Take Route No. 41 south of Kingstree and turn to left about 2 miles north of Hardeman via Salters and thence to Andrews. Detour fair. Andrews to Georgetown fair.

Route No. 26.—Camden - Kershaw - Lancaster - Charlotte. Good throughout.

Route No. 3.—Columbia-Sumter-Florence Marion-Nichols. Columbia to Statesburg good. 17 miles in Richmond County paved. Statesburg to Wedgefield fair to good. Wedgefield to Sumter paved. Sumter to Mayesville excellent paved. Maysville to Lynches River fair. Lynches River to Timmonsville fair to good. Timmonsville to Florence excellent paved road. Florence to Pee Dee to Marion to Mullins to Nichols fair to good. Toll bridge over Pee Dee River. Nichols to North Carolina line sandy and rough but passable. Bridge under construction over Lumber River near Nichols.

Route No. 27—From Route No. [illegible] at Dorchester via St. George-Branchville-Bamberg-Blackville-Aiken and Route No. 12 to Augusta. Dorchester to Reevesville to Dorange fair. Dorange to Branchville to Edisto River good. Approach and bridge at South Edisto River narrow and rough. South Edisto River to White Pond good to excellent. Whte Pond to Aiken fair. Route No. 12.—Aiken to Augusta good.

Routes Nos. 6, 80 and 1.—Charleston-Savannah Highway: Charleston--Jacksonboro-Walterboro-Yemassee and Ridgeland and Savannah Charleston to Jacksonboro paved for 18 miles. Other sections to Jacksonboro fair. Jacksonboro to Walterboro fair. Walterboro to Yemassee under construction very rough but passable. Fair to Ridgeland. Under construction Ridgeland to Savannah River but in passable condition.

Routes Nos. 9, 23 and 38.—McFarland, N. C.-Cheraw-Bennettsville-Dillon-Latta-Marion-Conway and Myrtle Beach. McFarland, N. C. to Cheraw fair to good. Cheraw to Bennettsville to Hebron Church to Dillon County line fair. Dillon County line to Dillon to Latta to Marion to Gallivants Ferry good. Gallivants Ferry Swamp to Conway fair. Temporary bridge near Aynor. Section of road between Conway and Myrtle Beach through Waccamaw Swamp flooded with high water will probably be reopened to traffic in about 10 days.

Routes Nos. 34 and 41.—Camden-Bishopville-Darlington and Florence. Fair to good thorughout.

Route No. 50.—Jefferson Davis Highway: Columbia-Camden-McBee-Cheraw and Raleigh. Columbia to Kershaw County line 16 miles paved. County line to Camden good. Toll bridge over Wateree River. Camden to Cheraw good. Cheraw to North Carolina fair.

Routes Nos. 2 and 41.—Cheraw-Darlington-Florence-Kingstree-Moncks Corner-Charleston. Cheraw to Society Hill under construction, but passable. Society Hill to Darlington to Florence to Effingham fair to good. Effingham to New Hope to Cowards under construction. New Hope new road in fair condition, detour marked, rough but passable. Cowards to Lake City to Kingstree fair to good. Kingstree to Santee River good. Santee River to Biggin Church fair. Biggn Church to Goose Creek fair. Goose Creek to Charleston paved.

Routes Nos. 33, 1 and 30.—Orangeburg-Bamberg-Fairfax-Hampton-Yemassee and Beaufort. Orangeburg to Bamberg to Fairfax good to excellent except in few spots near Fairfax. Fairfax to Brunson to Hampton first two miles rough, balance good. Hampton to Varnville rough. Varnville to Yemassee fair to good. Yemassee to Beaufort excellent gravel road.

YOUR VACATION'S MOTOR TRIP

Winding Up Into the Forest-covered Mountains or Along Beaches of White Surf-lashed Sand --- A Brief Outline of Your Route

WILMINGTON TO ASHEVILLE

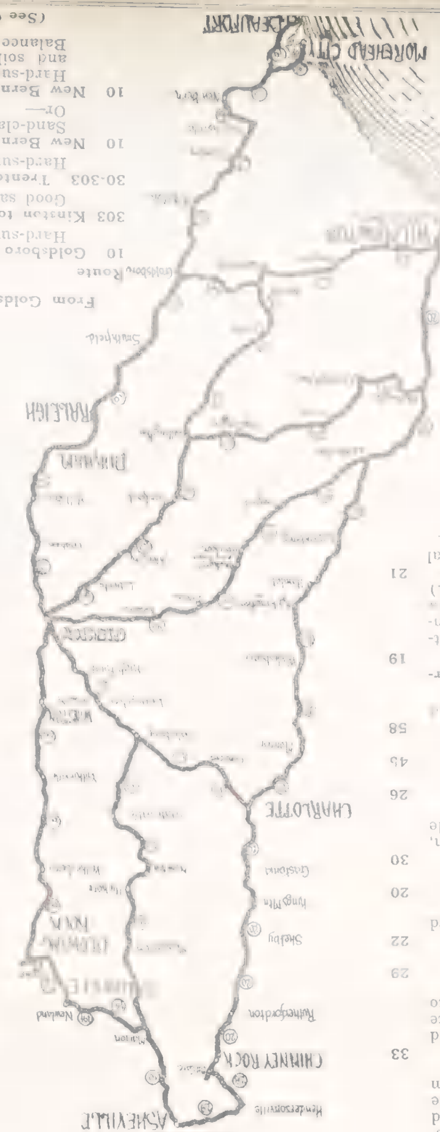
Via Charlotte and Chimney Rock, N. C.

Route No.		Miles
20	**Wilmington to Whiteville** Hard-surfaced to Bolton, 1 mi. detour between Hallsboro and Whiteville in good condition but rough. (See optional route No. 6 from Whiteville to Greensboro.)	46
20	**Whiteville to Lumberton** Fair to good sand-clay and gravel. (See optional route No. 4 from Lumberton to Greensboro.)	33
20	**Lumberton to Laurinburg** Hard surfaced.	29
20	**Laurinburg to Rockingham** Good sand-clay and hard surfaced.	22
20	**Rockingham to Wadesboro** Good sand-clay.	20
20	**Wadesboro to Monroe** Hard surfaced to Polkton, short detour to Marshville good.	30
20	**Monroe to Charlotte** Hard surfaced.	26
20	**Charlotte to Shelby** Hard surfaced.	45
20	**Shelby to Chimney Rock** Hard surfaced and good sand-clay.	58
20-28	**Chimney Rock to Hendersonville** Good sand-clay. (This routing necessary owing to construction between Fair[illegible] and Asheville on Route 20.)	19
29	**Hendersonville to Asheville** Good sand-clay. Short local detours in good condition.	21

AN EXPLANATION

For the convenience of those who would have a diversity in the changing scenes [illegible] we have arranged [illegible] the route to take, [illegible] the map the [illegible] to go. Then take the [illegible] routing to or from Asheville, and insert the side-trip you wish to take without deviating from your general travel direction.

The mileages have been given from point to point rather than for the entire trip in order that those who wish may make their own routings. Try this new stunt. It is interesting and very instructive.



ASHEVILLE TO WILMINGTON

Via Linville, Blowing Rock, Winston-Salem, Greensboro, Durham and Raleigh

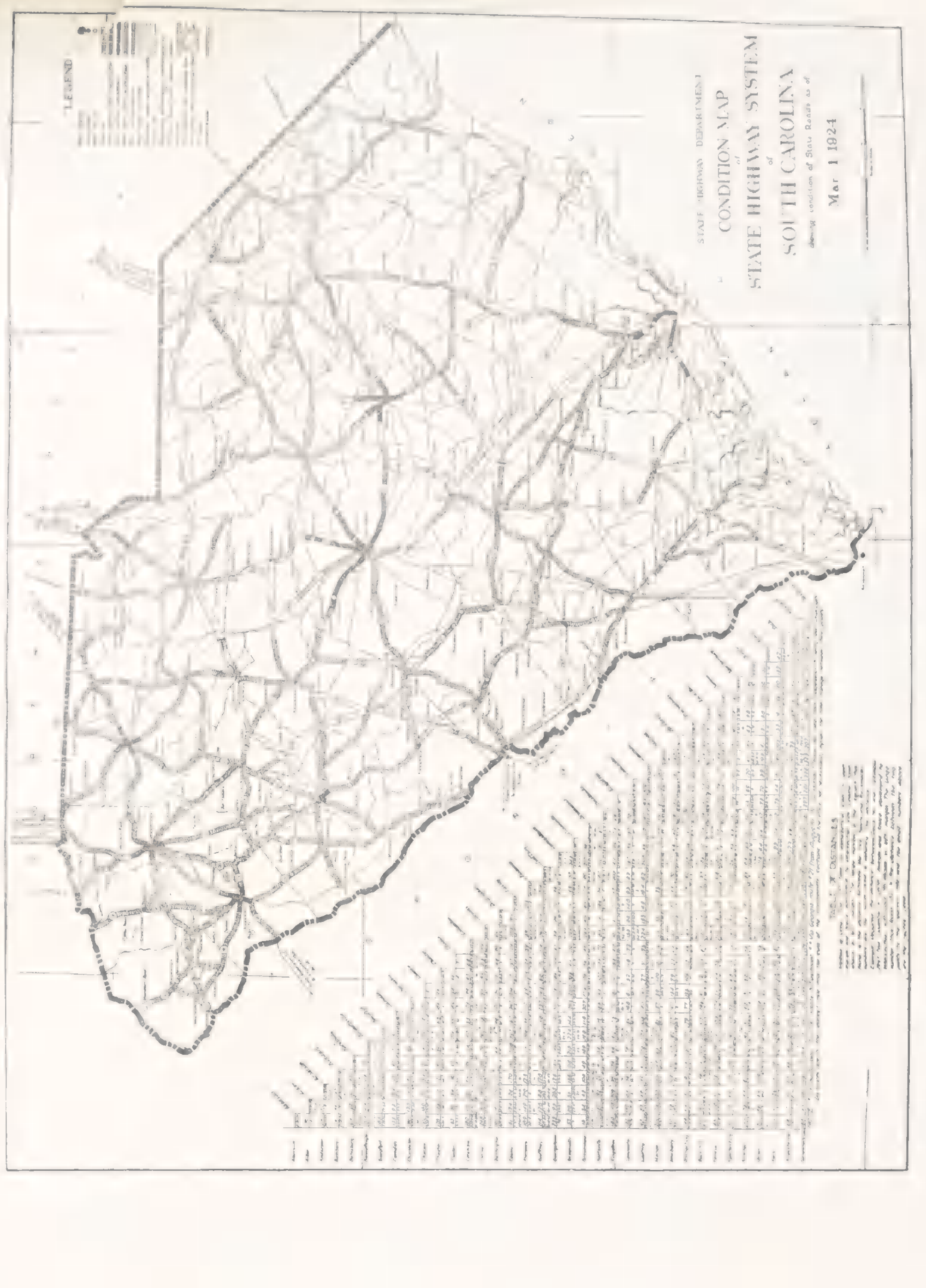
Route No.		Miles
10	**Asheville to Marion** Hard surfaced to Ridge crest. 2 mile detour between here and Old Fort. Use old road. (See optional route No. 1 to Greensboro.)	39
194-19	**Marion to Newland** Sand-clay, passable.	39
175-17	**Newland to Boone** Sand-clay, passable.	32
60	**Boone to Wilkesboro** Sand-clay, good.	47
60	**Wilkesboro to Yadkinville** Good sand-clay.	35
60	**Yadkinville to Winston-Salem** Good. Follow detour signs.	28
60	**Winston-Salem to Greensboro** Good sand-clay. (See optional route No. 2 to Clinton via Sanford.) (See optional route No. 3 to Wilmington via Pinehurst.)	29
10	**Greensboro to Hillsboro** Hard surfaced.	44
10	**Hillsboro to Durham** Hard-surfaced under construction. Traffic permitted.	13
10-50	**Durham to Raleigh** Hard surfaced.	27
10	**Raleigh to Goldsboro** Good sand-clay and hard surfaced. (See route to Morehead City and Beaufort.)	51
40-60	**Goldsboro to Wilmington** Good sand-clay and hard surfaced. Tourists are advised not to follow map, but to take No. 24 back to Clinton from Warsaw, thence route 60 to Castle Hayne, thence route 40 into Wilmington, which is hard surfaced. Between Clinton and Castle Hayne road and detour bad but passable.	90

From Goldsboro to Morehead City and Beaufort

Route		Miles
10	**Goldsboro to Kinston** Hard-surfaced.	26
303	**Kinston to Trenton** Good sand-clay and hard-surfaced.	22
30-303	**Trenton to New Bern** Hard-surfaced via Pollocksville.	26
10	**New Bern to Beaufort** Sand-clay and soil. Good in dry weather. Or—	41
10	**New Bern to Morehead City** Hard-surfaced to Croatan. Sand-clay and and soil, rough but passable to Mansfield. Balance hard-surfaced.	36

(See Optional Routes on Inside Page)

(SUPPLEMENT TO THE JULY, 1924 CAROLINA MOTORIST)



OFFICIAL GARAGES

(Town, Name, Hours for Service, Phones—Day and Night, in order.)

Advance—Riverside Motor Co.—(Winston to Mocksville Hwy. No. 65) Phone Clements Ex.
Albermarle—Auten-Wolft Motor Co.—All Hours—126-126.
Asheboro—Highway Service Station—All Hours—142-27.
Asheboro—Asheboro Motor Co.—7 A. M.-8 P. M.—175.
Asheville—Weaver Motor Co.—8 A. M.-7 P. M.—2211-840-L-3.
Asheville—Cazel Auto Service Co.—12 A. M.-12 P. M.—358-358.
Bailey—Auto Service Co.—7 A. M.-9 P. M.—10-1-10-2.
Biltmore—Gould Motor Co.—All Hours—1408-W.
Black Creek—Aycock Auto Co.—4003.
Blowing Rock—Service Garage—All Hours.
Brevard—McCrary Motor Co.—6 A. M.-12 P. M.—198.
Bryson City—Sandidge Motor Co.—All Hours—92-2.
Burlington—C. P. K. Motor Co.—7. A. M.-8 P. M.—825.
Burlington—Cobb Motor Co.—6 A. M.-12 P. M.—Day 729, Night after ten 605-J.
Cary—Wilkinson Garage—7 A. M.-7 P. M.—Cary Central.
Colfax—No. 60—Stafford Bros. Garage—7 A. M.-8 P. M.—(Phone Stack Bros. Store)
Conover—Conover Motor Co.—7 A. M.-8 P. M.—301-J.
Chadbourn—D. R. Connors Garage—7 A. M.-6 P. M.—2 Rings; 3 Rings.
Charlotte—Rust Motor Co.—7:30 A. M.-6 P. M.—218 (Studebaker service only.)
Charlotte—Bradshaw Auto Service Co.—Never Close—1653-1653.
Clayton—Berts Filling Station—6 A. M.-10 P. M.—483-270-354.
Clinton—Henry Vann—6 A. M.-12 P. M.—155-206.
Concord—Cabarrus Motor Co.—6 A. M.-11 P. M.—400-132-L.
Danville, Va.—Lovetown Motor Co.—(Automotive Service Corp.)—7 A. M.-7 P. M.—45-F-1.
Denton—R. A. Allen—7 A. M.-7 P. M.—Day 60, Night 69.
Dillon, S. C.—Anderson & Covington Garage—7 A. M.-12 P. M.—54.
Draper, N. C.—Auto Repair Co.—7 A. M.-9 P. M.
Durham—Durham Motor Car Co.—[illegible] A. M.-9 P. M.—410.
Durham—Harris Filling Station—[illegible]30 A. M.-11 P. M.—635-635.
Elm City—Braswell Motor Car Co.—All Hours—237.
Enfield—Thos. E. Marshall—7 A. M.-8 P. M.—262-211-J.
Fairmont—Webster Motor Co.—7 A. M.-8 P. M.—39-24-23.
Fallston—Smith's Service Garage—6 A. M.-9 A. M.
Farmsville—Pollard Auto Co.—7 A. M.-6 P. M.—747-87.
Fayetteville—Universal Garage Co.—7:30 A. M.-6:30 P. M.
Fayetteville—Lewis Motor Co.—All Hours—1082. (Dodge service only.)
Fayetteville—J. & N. Motor Co.—7 A. M.-6 P. M.—75-75.
Fayetteville—Shuler-Morgan Motor Co.—7 A. M.-6 P. M.—582-905L-835L.
Fayetteville—McNeill Motor Co.—7 A. M.-6 P. M.—878-878.
Fayetteville—Simmons Auto Co.—All Time—1126-1126.
Franklin—Porter Motor Co.—7 A. M.-9 P. M.—45-45.
Franklinville—Franklinville Motor Co.—All Hours—95-95.
Gaffney, S. C.—Cherokee Garage—All Time—155-335.
Gastonia—Red Lion Service Co.—7 A. M.-10 P. M.
Gastonia—Craig Chevrolet Co.—7 A. M.-7 P. M.—918-918.
Gastonia—East Airline Filling Station—7 A. M.-9 P. M.—1036.
Gastonia—A. G. Roach—7 A. M.-7 P. M.—[illegible]1.
Gastonia—Klutz Auto Shop—7 A. M.-6 P. M.—[illegible]-367-L.
Gastonia—West End Filling Station—6 A. M.-9:30 P. M.—155-M.
Gastonia—Lowell Garage.
Gastonia—Pylers Garage—7:30 A. M.-9 P. M.
Gastonia—Wilson-Lancaster—7 A. M.-6 P. M.
Gastonia—Morton & Patterson—6 A. M.-12 P. M.—474L-474L.
Gastonia—Hicks-Lambeth Motor Co.
Goldsboro—Harris Motor Co.—7 A. M.-10 P. M.—838-482.
Goldsboro—Standard Motor Co.—7 A. M.-6 P. M.—872. Lincoln-Fords only.
Greensboro—Boren & Swaim Service Stations (Gasoline and oil service only.)—7 A. M.-[illegible] P. M.—51.
Greensboro—Guilford Motor Car Co.—7 A. M.-12 P. M. for storage—8 A. M.-6:30 P. M.—166-166. (Franklin and Nash service only.)
Greensboro—Mebane-Rossell-Cress, Inc.—Dodge service only)—7:30 A. M.-6 P. M.—2351-2351.
Greensboro—Thos. C Hunt, Inc.—8 A. M.-6 P. M.—260-227-J. (Packard service only.)
Greensboro—Winder Oil Co.—6 A. M.-12:30 P. M.—2605-2605.
Greensboro—Armfield Motor Co.—All Hours—1918.
Greensboro—Asheboro Street Garage—6:30 A. M.-10:30 P. M.
Greensboro—Dixie Sales Co.—7 A. M.-6 P. M.—1123.—(Ignition Service).
Greenville, N. C.—Sugg Motor Co.—7:30 A. M.-9 P. M.—429.
Hamlet—Seaboard Filling Station—7 A. M.-10 P. M.—143.
Henderson—Landis Motor Co.—7 A. M.-6 P. M.—654.
Hendersonville—R. R. Motor Co.—7 A. M.-12 P. M.—27.
Hickory—Hickory Auto Corporation.—6 A. M.-11 P. M.—405-24.
High Point—White Way Motor Co.—7:30 A. M.-[illegible] P. M.—893.
High Point—Sheraton Garage—All Hours, Close Sunday 9:30-1 P. M.—2485-2485. (Open for Road Service 7 A. M.-6 P. M.)
Hillsboro—Orange Motor Co.—7 A. M.-6:30 P. M.—98-110.
Jamestown—Jamestown Motor Co.—7 A. M.-10 P. M.—5321-5321.
Kannapolis—R. M. Housel Garage—6:30 A. M.-9 P. M.—33-133-150.
Kings Mountain—Kings Mt. Motor Co.—7 A. M.-6 P. M.—193-269.
Kinston—Kinston Garage, Inc.—6:30 A. M.-10 30 P. M.—414.
Laurel Hill—Pate Overland Co.—7 A. M.-6 P. M.—3911-3905.
La Grange—Spence Auto Co.—7 A. M.-6 P. M.—246.
Laurenburg—McNair Automotive Co.—7 A. M.-6 P. M.—303.
Laurinburg—[illegible]ies Midway Service Station—All Hours—47.
Leaksville, N. C.—Leaksville Motor Co.—7 A. M.-12 P. M.
Leaksville—Jones Motor Co.—7 A. M.-6 P. M.
Leaksville—Hampton Motor Co.—6 A. M.-10 P. M.
Lexington—Gray Motor Co.—All Hours—353.
Liberty—Smith Motor Co.—7 A. M.-6 P. M.—75.
Lillington—Lanier Filling Station—All Hours—70.
Lincolnton—Hinson's Garage—7 A. M.-10 P. M.—291-296.
Louisburg—Beck's Garage—7:30 A. M.-11:30 P. M.—311-46.
Lumberton—Townsend Motor Co.—7 A. M.-6 P. M.—196-154.
Lumberton—Buddys' Service Station—217-J.
Maxton—Wilbarn Service Co.—7 A. M.-9 P. M.—215.
Mebane—James Warren Motor Co.—9 A. M.-6 P. M.—100-100.
Mebane—Elkins Motor Co.—7 A. M.-6 P. M.—134-91.
Mebane—Mebane Auto Co.—6 A. M.-9 P. M.—97-97.
Mocksvlile—Sanford Motor Co.—7 A. M.-10 P. M.-77.
Monroe—Monroe Motor Co.—7 A. M.-7 P. M.—599
Monroe—Secrest Motor Co.—7 A. M.-6 P. M.—310.
Morehead City—Service Garage—7 A. M.-6 P. M.—1-J-10-J
Morehead City—Morehead City Garage—6 A. M.-6 P. M.—100-122-J.
Morganton—Erwin Bolton Motor Co.—7 A. M.-6 P. M.—112.
Morrisville—Brady Motor Co.—7 A. M.-9 P. M.
Mt. Olive—J. L. Hatchers Garage—7:30 A. M.-10 P. M.—32-138.
Mount Holly—K. & S. Filling Station—All Hours—433-433.
Mt. Airy—General Motor Co.—6 A. M.-6 P. M.—42.
McAdenville—McAdenville Garage—7 A. M.-9 P. M.—2402-2402.
Nashville—Wheeless Motor Co.—6 A. M.-10 P. M.—68-96-J.
New Bern—Willis Motor Co.—7 A. M.-8 P. M.—287-794.
New Bern—Service Motor Corp.—7 A. M.-12 P. M.—600-93.
Newton, N. C.—City Service Station—7 A. M.-9 P. M.—197-141.
North Wilkesboro—W. W. Call Motor Co.—7 A. M.-6 P. M.—238.
Oxford—Crenshaw Motor Co.—7 A. M.-6 P. M.—1685.
Oxford—Granville Motor Co.—6:45 A. M.-6 P. M.—90-1R.
Pinnacle—Pinnacle Motor Co.—7 A. M.-10 P. M.
Raeford—Auto Inn—7 A. M.-10 P. M.—248-248.
Ramseur—Moore Motor Co.—7 A. M.-7 P. M.—116-5.
Randleman—Randleman Motor Co.—7 A. M.-7 P. M.—97-85.
Ranlo—Ranlo Service Station—6 A. M.-10 P. M.
Roanoke Rapids—Joyner Motor Co.—7 A. M.-6 P. M.—226.
Rockingham—Jenkins Buick Garage—7 A. M.-11:15 P. M.—341.
Raleigh—Motor Service Co.—6 A. M.-10 P. M.—777.
Reidsville—Square Motor Co.—7 A. M.-6 P. M.—357.
Rock Hill—Oakland Ave. Filling Station—7 A. M.-10 P. M.—331-475-W.
Rock Hill, S. C.—Roddey Reid Federal Co.—All Hours—263-383.
Rocky Mount—Edwards Cutchin Motor Co.—All Hours—362-362.
Roseboro—Underwood Motor Co.—6 A. M.-6 P. M.—18-18.
Rutherfordton—Tates Garage—7 A. M.-7 P. M.—99.
Salisbury—Cal Cutting Motor Service Co.—7 A. M.-9 P. M.—441.
Salisbury—Motor Tire & Service Co.—7 A. M.-10 P. M.—456-W.
Sanford—Hanner Motor Co.—7 A. M.-6 P. M.—200.
Sanford—[illegible]'s Garage—[illegible] A. M.-12 P. M.—400-400.
Sanford—[illegible] A. M.-6 P. M.—300-300. (Gas, Oil & T[illegible] only.)
Sanford—Jim's Service Station—6:30 A. M.-10:30 P. M.—477-477.
Shelby—Thompson Motor Co.—All Hours—517-129.
Shelby—Kings Filling Station—All Hours—58-58.
Snow Hill—Moye Motor Co.—6 A. M.-10 P. M.—11-J-11-W.
Smithfield—Sanders Motor Co.—6 A. M.-11 P. M.—168-7406.
Southern Pines—Davis Motor Co.—7 A. M.-11 P. M.
Southern Pines—Federal Service Station—7 A. M.-12 P. M.—308.
Spartanburg, S. C.—Magnolia Oil Co.—6:30 A. M.-12 P. M.—1486-1486
Spindale—Spindale Motor Co.—7 A. M.-8:30 P. M.—75-169.
Spray, N. C.—Spray Motor Co.—7 A. M.-10 P. M.—297.
Star, N. C.—Seward Garage—7 A. M.-[illegible] P. M.
Statesville—Yount Motor Co.—7 A. M.-8 P. M.—41.
Sylva—J. S. Higdon's Garage—7 A. M.-7:30 P. M.—1.
Summerfield—Square Motor Co.—7 A. M.-9 P. M.—262-211-J.
Tarboro—Corbett Bros. Garage—7 A. M.-6. P. M.—49.
Thomasville—Motor Service Co.—7 A. M.-9 P. M.—368.
Thomasville, Route No. 2—Bob's Garage—6 A. M.-9 P. M.—5228
Wadesboro—McRae Service Station—7 A. M.-10 P. M.
Wagram—Auto Inn—7 A. M.-10 P. M.—52-50.
Wallace—Wallace Motor Co.—7 A. M.-8 P. M.
Warsaw—Thomas Motor Co.—7 A. M.-6 P. M.—53.
Warsaw—Motor Service Co.—7 A. M.-7 P. M.—5-74.
Warrenton—Roy Davis Garage—7 A. M.-9 P. M.—60-143-J.
Waynesville—Swift Motor Co.—7 A. M.-6 P. M.—176.
Washington—Claude L. Carrow Garage—7 A. M.-6 P. M.—330.
Weldon—Bounds Motor Co.—7 A. M.-9 P. M.—207-226.
Wilmington—MacMillan & Cameron—All Hours—15-15.
Wilmington—McMillan & Marshburn—7:30 A. M.-7 P. M.—52-1417-L2
Wilmington—McMillan Garage Co.—All Hours—2[illegible]0-250.
Wilson—Ruffin Filling Station—All Hours—912-626-478-1800.
Wilson—Welfare Auto Co.—All Hours.
Winterville—A. G. Cox Mfg. Co.—6:30 A. M.-6 P. M.—2204-2204.
Winston-Salem—Flynt Service Station—All Hours—7-7—(Gas, oil and tire service only.)
Winston-Salem—Ideal Motor & Equipment Co.—All Hours—103-107
Williamston—B. R. Barnhill Garage—7 A. M.-7 P. M.—201-168.

APPROVED SERVICE STATIONS

Asheville—Broadway Auto Service Station—No Road Service.
Asheville—Haywood Filling Station—No Road Service.
Asheville—(Charlotte St. Station)—Mutual Oil Co.
Greensboro—Central Service Station.
High Point—Cecil's Service.
West Asheville—Mutual Oil Co.
Fayetteville—Quick Flash Service Station.

APPROVED BATTERY STATIONS

Greensboro—Greensboro Battery Station—7 A. M.-6:30 P. M.—1577-359L2.

APPROVED ELECTRICAL STATIONS

Greensboro, N. C.—Dixie Sales Co.—7 A. M.-6 P. M.—1123.

OFFICIAL CAFES

[illegible], N. C.	New York Cafe
[illegible], N. C.	Cafe De Luxe
Charlotte, N. C.	Raleigh Cafe
Fayetteville, N. C.	New York [illegible]
Gastonia, N. C.	Loray [illegible]
[illegible]	[illegible] Service
[illegible]	[illegible]
High Point, N. C.	[illegible]
Wilson, N. C.	[illegible]
[illegible], N. C.	[illegible]

OFFICIAL INFORMATION STATIONS

[illegible], N. C.	Central Hotel
[illegible]	[illegible] Manor
Chimney [illegible]	[illegible] View Inn
Durham, [illegible]	[illegible] Hotel
[illegible], N. C.	[illegible] Smith, Druggist
[illegible]	Pitt County Chamber of Commerce
[illegible]	City Pharmacy
Goldsboro, N. C.	Kennon Hotel
Henderson, N. C.	Vance Hotel
Hickory, N. C.	Hotel Haffey
Kinston, N. C.	Hotel Tull
Lake Junaluska, N. C.	The Southern Assembly
Laurinburg, N. C.	Chamber of Commerce
Linville, N. C.	Eseeola Inn
Morganton, N. C.	The Caldwell
Mt. Airy, N. C.	Blue Ridge Hotel
Oxford, N. C.	Exchange Hotel
Pinehurst, N. C.	Carolina Hotel
Raleigh, N. C.	Hotel Bland
Raleigh, N. C.	Yarborough Hotel
Rutherfordton, N. C.	Iso Thermal Hotel
Shelby, N. C.	Cleveland Spring Hotel
Southern, Pines, N. C.	Southern Pines Chamber of Commerce
Washington, N. C.	Hotel Louise
Waynesville, N. C.	Alexander Drug Store

BRANCH OFFICES

Albemarle, N. C., Auten-Wolf Motor Co.
Asheville, N. C., 21 Market St., Telephone 4417.
Burlington, N. C., CPK Motor Co.
Charlotte, N. C., 402 S. Tyron St., Telephone 1872.
Durham, N. C., 136 Chapel Hill St.
Elizabeth City, N. C., Acme Machine Co.
Fayetteville, N. C., 415 Hay Street.
Gastonia, N. C., 605 E. Franklin St.
Goldsboro, N. C., 102 James St., Telephone 1096.
Greenville, N. C., Fourth St., Telephone 158.
Henderson, N. C., Main. St., Telephone 654.
High Point, N. C., White Way Motor Co.
Jacksonville, N. C., Bank of Onslow.
Kinston, N. C., 206 N. Queen St., Telephone.
Lenoir, N. C.
Lexington, N. C., Main Street.
Lumberton, N. C., City Hall
Marion, N. C., Yancey Motor Co.
Morganton, N. C., 107 N. Sterling St.
New Bern, N. C., 74 Craven St.
North Wilkesboro, N. C., Ninth St., Phone 76.
Pinehurst, N. C., Pinehurst Garage.
Roanoke Rapids, N. C., Joyner Motor Co.
Rockingham, N. C., Jenkins Buick Co.
Rocky Mount, N. C., S. Washington St., Telephone 362.
Salisbury, N. C., 121 Innez St.
Sanford, N. C., Chamber of Commerce.
Shelby, N. C., Eskridge Motor Co.
Statesville, N. C., 211 W. Broad St., Telephone 41.
Tarboro, N. C., Office W. A Hart.
Warsaw, N. C., Motor Service Co.
Washington, N. C., Carrow Motor Co.
Waynesville, N. C., Swift Motor Co., Telephone 176
Wilmington, N. C., 295 Market St.
Wilson, N C., Welfare Auto Co.
Winston-Salem, N. C., 228 N. Main St., Telephone 3271.

INSTRUCTIONS TO MEMBERS

Do not fail to carry your membership card. No service will be given unless you have it with you when asking for aid. When you require Emergency Service, telephone nearest Official Garage listed.

Furnish the Official Garage with the information which is on your membership card.

Our nearest Official Garage will immediately send a mechanic to your aid; he will either start your car in thirty minutes so you can proceed under your own power or will tow you to our nearest Official Service Station, without expense to you.

Should you wish your car towed to any other than our nearest Service Station, you must bear the expense after leaving said station.

Your Club is not in the repair business. We only render Emergency Service and agree to do one of two things: Start you under your own power or tow your car to safety. We do not supply parts or accessories of any kind.

If your car is wrecked or disabled so it cannot operate under its own power; if there are broken parts or mechanical defects that cannot be repaired at the roadside within a half hour, our Service man will immediately tow your car to our nearest service station. When it arrives there, our responsibility ceases and you are at liberty to have your car repaired by whomsoever you wish.

In case of a puncture, our Service man will change your tires for you if you have a spare one, or he will put in a spare inner tube and inflate it. In no event will they repair punctures except at the expense of the member.

If the car can operate under its own power without damage to itself, you are not entitled to our service. You must take it to a garage and arrange for its repair at your own expense.

Free Emergency Road Service is rendered to a distance of ten (10) mlies only, and a limit of thirty (30) minutes free work after reaching the car. Distance and time in excess will be paid for by the member.

Should you require gasoline, our Service men will bring you one gallon to enable you to proceed to a gas station. The member pays for the gas, the service being free.

As the name indicates this is EMERGENCY ROAD SERVICE and no service of any kind will be rendered in a private or public garage.

The Club requests that you do not tip our Service men as they are paid by us in every case commensurate with service rendered.

In the case of a wreck where the car is insured, the member must pay the Service Garage for the tow as the insurance company will reimburse him for this.

Official Service Garages

All Service Stations used by the Club in rendering you aid are under a bond to the Club guaranteeing to our members preferred service. We will appreciate information and will carefully investigate any lack of service on the part of our Official Service Garages or discourtesy on the part of their employees.

APPROVED HOTELS

Asheville, N. C.	Langren Hotel
Asheville, N. C.	George Vanderbilt
Charlotte, N. C.	Selwyn Hotel
Danville, Va.	Burton Hotel
Danville, Va.	Leeland Hotel
Hendersonville, N. C.	The Carson
Hendersonville, N. C.	Kanuga Lake Inn
Lexington, N. C.	Hotel Marsh
Lincolnton, N. C.	Lincoln Lithia Inn
Reidsville, N. C.	Belvedere Hotel
Salisbury, N. C.	Yadkin Hotel
Statesville, N. C.	Vance Hotel

OPTIONAL ROUTE No. 1

Asheville to Greensboro

Route No.		Miles
10	**Asheville to Marion** Hard-surfaced to Ridgecrest, 2 mile detour here to Old Fort. Use old road.	39
10	**Marion to Morganton** Good sand-clay and hard-surfaced.	23
10	**Morganton to Newton** Good sand-clay and hard-surfaced.	34
10	**Newton to Statesville** Good sand-clay.	29
10	**Statesville to Salisbury** Good hard-surfaced. Under construction but traffic permitted.	27
10	**Salisbury to Lexington** Hard-surfaced. Bridge over Yadkin River under construction. Use toll bridge.	16
10	**Lexington to Greensboro** Hard-surfaced.	35

OPTIONAL ROUTE NO. 2

To Clinton via Sanford

Route		Miles
60	**Greensboro to Siler City** Good sand-clay.	34
60	**Siler City to Sanford** Sand-clay.	29
60	**Sanford to Lillington** Good sand-clay. Detour via Jonesboro good. (See Optional Route No. 5 via Fayetteville and Whiteville.)	24
60	**Lillington to Clinton** Good sand-clay. At Clinton Tourists are advised to disregard routing shown on map via Kenansville continuing on Route 60 from Clinton to Castle Hayne. This road and short detour bad but passable with hard-surfaced from Castle Hayne to Wilmington.	45

OPTIONAL ROUTE NO. 3-4

To Wilmington via Pinehurst, N. C.

Route		Miles
70	**Greensboro to Asheboro** Hard-surfaced detour via High Point Routes 10 and 77 in good condition. Adds about 15 miles.	28
70	**Asheboro to Pinehurst and Raeford** Good sand-clay.	74
70	**Raeford to Lumberton** Good sand-clay except at Antioch where washout has made bad but passable.	31
20	**Lumberton to Whiteville** Good sand-clay and gravel. (Reverse is Optional Route No. 4 to Greensboro.)	33
20	**Whiteville to Wilmington** One mile detour between Whiteville and Hallsboro in good condition, balance hard-surfaced and sand-clay.	46

OPTIONAL ROUTE NO. 5-6

To Wilmington via Fayetteville and Elizabethtown

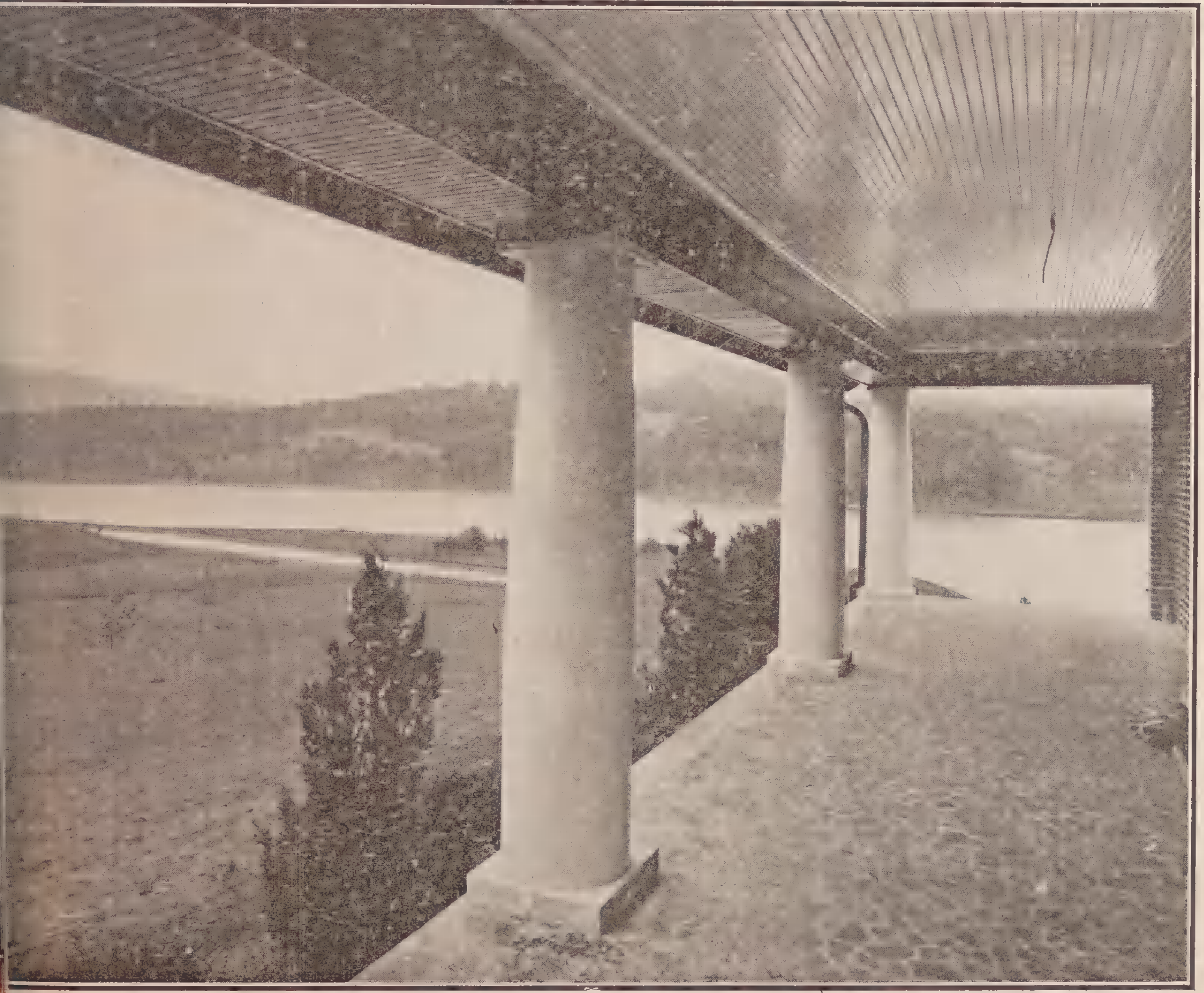
Route		Miles
21	**Lillington to Fayetteville** Rough but passable, sand-clay.	29
22	**Fayetteville to Elizabethtown** Fair sand-clay.	39
22	**Elizabethtown to Whiteville** Good sand-clay. (Reverse is Optional Route No. 6 via Greensboro.)	24
20	**Whiteville to Wilmington** One mile detour between Whiteville and Hallsboro in good condition. Balance hard-surfaced and sand-clay.	46

ENJOY YOUR VACATION

BEAVER LAKE is a mile long with a shore line of two and a half miles and a depth of from three to forty feet, affording delightful motor boating, canoeing and rowing. The Persian Pool covers nearly an acre and is from 18 inches to 18 feet deep, with sand beach, bath houses, beach umbrellas and seats.

These are the central features of Lake View Park, Asheville's Premier Suburb, on the Dixie Highway, ten minutes from the business center by motor. This superb development comprises 2,000 acres and already more than half a million dollars has been expended on improvements and beautification.

Write us for beautifully illuminated literature on Asheville and Lake View Park and beautiful Beaver Lake.



Superb View from Porches in Lake View Park.

WILLIAM I. PHILLIPS ORGANIZATION, Selling Agents

ral Offices—23 Patton Avenue

Asheville, North Carolina

Where the Editor Parks

Application filed at the Postoffice at Greensboro, N. C. for entrance as second-class mail.

The Carolina Motorist is the Official Organ of the Carolina Motor Club, With General Offices in Greensboro, N. C., and C. W. Roberts is Editor and Manager

Vol. II. No. 10
August, 1924

Two Dollars the Year
Twenty Cents the Copy

Love sends a little gift of roses—but they may be lilies if the motorist tries to mix "sparking" with driving.

Being exclusive in motoring means driving a car in congestion without mixing fenders with the common herd.

Horse-power has been sufficiently developed in the motor. What we need is the development of a little horse sense in the driver.—**Northampton Motorist.**

Experience is what you get while you are looking for something else.

To-day we judge a man's character by observing whether or not he has enough authority to keep his wife from bobbing her hair.—**Dry Goods Economist.**

Insane asylums are reported filled to overflowing. The overflow may be observed daily driving motor-trucks about New York streets.—**New York Sun.**

People who live in Gasoline Tanks should not throw matches.

Ordinarily a woman is afraid of a mouse, but not if she promised to love, honor and obey him.—**Nelson News.**

The vehicle to your right has the right of way. You have the right of way over the vehicle to your left—all things being equal, except where a traffic cop is on duty—then he's the law.

Half of the road from the middle line—no more—no less—is yours—the other Half belongs to the other fellow.

—And you may be entitled to one-half the road but what if the other fellow don't know it?

JAY-WALKERS AND JAY-DRIVERS

Jay-driving is about as dangerous as Jay-walking. Sometimes the Jay-walker is to blame, and most frequently he is, but it is frequent that the jay-driver is responsible for the accident.

Safety-preachers have talked much about the danger of jay-walking, which is to cut corners, cross streets between blocks and such. Many pounds of printer's ink have been used to discourage jay-walking and it has been pointed out that parents should caution their children not to cross streets except at street intersections—not to walk diagonally from one corner to another—not to play or loiter in the streets—but this all nets little, it seems, and people are being killed daily because of it.

Most jay-walkers jay-walk unconsciously; they, like children, cross the street only to get on the other side. Being usually in a hurry, they can't take the time to walk to the corner to cross, but must cross in the center of the block. Mr. Jay-walker, Mrs. Jay-walker and all of the little walkers, are coming to a sad awakening. They will find, eventually, that the corner crossing is the nearest and that to cross the street beween blocks may take 'em via the hospital for a stop-over.

The jay-driver differs only from the jay-walker in that the former disregards other's lives and the latter disregards his own. As a jay-driver, he boasts that he knows nothing at all about traffic rules and regulations, and refuses to be guided by road courtesy. The jay-driver will cut every corner, park where he should not, crowd other drivers off the road; fail to throw out his hand-signal where he intends to turn or to stop, blows his horn when he shouldn't and fails to do so when he should.

He has numerous queer pleasures, one of which is trying to see how slow his bus will move on a busy street, holding up all cars behind him. The jay-driver type, when on foot, is often the jay-walker; not all jay-walkers are jay-drivers—but it is pretty nearly sure to be the other way about.

HOW FAST IS FAST?

How fast is fast? many motorists are asking this question. The latest cover of the Saturday Evening Post indicates that a few years ago twenty miles an hour seemed like a speed far too fast for drivng. Now forty is common on a good road, while thirty is found on many city streets. This has, in fact, become so very common that many people consider "fast" as being anything in excess of such speeds, and there is just where the trouble lies.

Some drivers are running at an excessive rate of speed when they attempt to make thirty. Others are going slow when the speedometer registers fifty. The old relativity theory pops up again, for that it what it is. If any driver wishes to know just where to draw the line on "fast" he should consider the speed of his car at all time in terms of density of traffic, road or paving conditions, the weather and the mechanical accuracy and condition of the car—as well as his own knowledge of driving.

Most folks over-estimate their own ability. It is common enough. We all "feel better at the wheel" which is but saying that we believe we can drive a bit better than the person who is handing the car. It is another element in human nature, and connot be condemned for there are very few who can drive at all who do not think they drive as good or better than their neighbor. Yet, the prime majority of us are rank amatuers at motoring. It is this sort of thing that determines speed and the place where a reasonable rate of travel becomes "fast."

———o———

THE MONEY WE SPEND

It seems that we folks of North Carolina are just managing to get along, thank 'ee. Our bills for operating motor cars in this state, exclusive of oils, repairs and equipment, was $53,723,750.87 according to an announcement from the office of the Secretary of State, W. N. Everett. Fifty-three millions is no insignificant sum to spend for things like flivvers and automobiles, but with the good roads for motoring, pleasure has become a business and business a pleasure. If a salesman wants to go from Raleigh to Wilmington, he thinks nothing of stepping into his car for the trip. And when he returns, he possibly makes an engagement in Asheville with as little thought as he would were he stepping out the back door and over to his neighbor's.

How many of we motorists think of the gas tax when we deposit thirty cents upon filling a ten-gallon tank with the filling station for the privilege of making good time over good roads? And yet, this paltry thirty cents amounted to no less than $3,979,855.40! It is a heap harder to pay the $12.50 to $40.00 per car license than it is the gas tax, and yet, the tax on gasoline amounts to more. The total licences collected is $3,975,658.37, just $4,197.07 less than the gas tax. The per motorist average for the gas tax would probably be more than the license tax on smaller cars—nearly twice as much, but the tax is not felt because it is "pay as you go."

The operation of the gas tax in North Carolina has been successful because of the distribution of the money for roads. That is to say that the manner in which the money has been expended has met fully with the approval of the people who pay the bills.

———o———

The Courier-Journal of Louisville, Kentucky, often the champion of progressive measures and rarely a medium that bomb-tastes without reason, has fallen into the depths. Marse John's paper has at last made a fatal step which cannot be condoned. The Kentucky paper has started a fight on good roads as exemplified by the North Carolina venture.

A malicious and unmerited attack on North Carolina's road bill appeared in a recent issue as a warning to Kentuckians to vote down the bill proposed in that State. It is too bad. The writer of that editorial evidenced extreme ignorance of North Carolina or its roads. He should be invited, all expenses paid, to come to North Carolina and asked to repudiate his unfounded editorial. The ignorance of one, perhaps, will be a guide to many. In this instance, it is nothing less than criminal, for North Carolina is supremely happy in its roads and favors the most pleasant tax ever voted.

Kentucky may follow the advice of the Courier-Journal, but it is a real pity if such ignorance retards the progress of a state.

CwR

TWENTY MILES FROM
THE BLUE RIDGE--

THE HOTEL CAMPBELL

Ralph E. Hartman, Mgr.
Taylorsville, N. C.

¶ MODERN, YET comfortably homey, the Hotel CAMPBELL presents a real opportunity for those seeking rest, recreation and enjoyment—of its 40 airy and roomy rooms, 24 are equipped with baths. Rates of from $3.50 to $4.00 prevail.

Roof Garden - Dancing

(20 miles of Statesville—47 Miles of Blowing Rock)

¶ YOU COULD go a long way before finding the delicious fried chicken and country hams for which we lay claims to fame—

Try the Hotel Campbell

COTTAGE HOMES IN THE
LAND OF THE SKY

Beautiful and restful old mountains repose in the very "back yards" of Blowing Rock Cottages—Nestling down among stately trees in orderly procession dreamy number of neat summer homes, just the thing you are looking for.

GOLF - RIDING - MOTORING
GAME - HIKING - FISHING

"The Paradise of the "Land of the Sky"

Write for literature and reservations to

THE BLOWING ROCK HOTEL

D. J. Boyden, Proprietor
Blowing Rock, N. C.

Come To

KENILWORTH INN

"in the Land of the Sky"

Here is a haven of delightful rest and enjoyment for the executive and his family, who seek refreshment and relaxation.

KENILWORTH INN, aided by nature's most pleasing panoramas and resplendent with her favor, adorns a beautiful crest overlooking green valleys and surrounding mountains; while loftier peaks in the distance loom majestically at eye level. Truly a remarkable setting for a hostelry **de luxe.**

Every room is an outside room, with large double windows framing an ever-changing landscape. Conveniently arranged so that they can be used singly, or ensuite. Ample clothes closets and private baths.

Recreation is found to gratify the desires of everyone. Golf privileges on the internationally known Biltmore Forest eighteen hole course; once part of the famous Vanderbilt Estate. Tennis. A riding academy with excellent saddle-horses trained for mountain duty. Hundreds of enchanting bridle paths and mountain trails. Music and dancing in the magnificent ball room or the pavilion.

You cannot fail to be impressed with the real elegance, the air of refinement, the freedom from restraint, and the home-like, friendly atmosphere that prevails at KENILWORTH INN. A stop-over will make you a regular visitor.

Write for interesting literature concerning Kenilworth Inn and the wonders of Western North Carolina

KENILWORTH INN, NEAR ASHEVILLE

Biltmore, N. C.

WHAT'S NEXT IN MOTORDOM?

(Continued from Page 4)

great simplicity the development of the fourth speed idea in America. "Fourth speed" on this side of the water has never been popular because it has always been as much as the American public could do to handle three speeds. With the electric device a fourth speed adds little to the complexities of car operation and much in the way of economy to the gas mileage.

Opinions are divided as to the advantages of eliminating the transmission, and for that reason there are many to boost the electric gearshift as a means of retaining this time-honored unit. It is contended that the more the transmission comes into play the less refinement is required in engine and clutch. Running in a constant "high," experience shows, requires great engine flexibility which can be obtained only by means of the best materials and workmanship, and often at the expense of great surplus of power.

The transmission has always served as a tremendous help to the engine and clutch. If it can be retained without annoyance to the motorist the chances are that it will not depart as quickly as some people imagine.

Some of the biggest developments are going to be along the lines of "engine diet." For years the engine has been fed carelessly and it is only now that engineers are developing ways and means of feeding it clean air, air of proper temperature, filtered oil, waterless gasoline. In this, air oil and gas cleaners will play an important part, and since this development produces smaller and more efficient engines the supercharger for extra power, when needed, is expected to make its appearance on modern cars.

The motor world is rapidly awakening to the fact that it is paying for a lot of power it seldom uses. It insists upon power because of the possible need for it, but the time must come when super-power will be an accessory and not a constant feature to be wasted mile in and mile out.

BEAVER LAKE

(Continued from Page 7)

foliage; underground electric lights, pure city water, sewerage, White Way along the Dixie Highway and around the lake and swimming pool.

The William I. Phillips Organization from Miami, Florida, is handling the sale of Lake View Park in a high class manner and already reports sales exceeding $600,000 in four months. Ten homes costing from $12,000 to $60,000 are completed or in course of construction and plans are being made for seven more to be erected this summer.

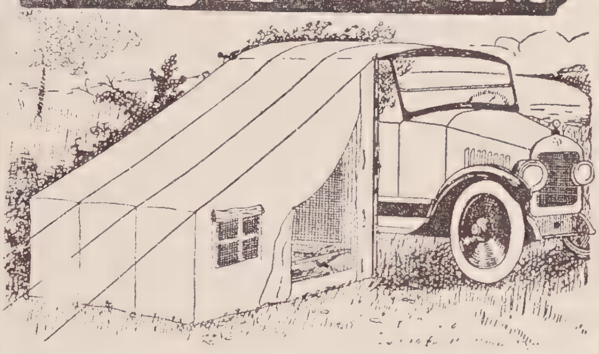
"Willie," asked the teacher, "what was it Sir Walter Raleigh said when he placed his cloak on the muddy road for the beautiful queen to walk over?"

Willie, the ultra-modern, gazed about the classroom in dismay, and then, taking a long chance, replied: "Step on it, kid!"—**Kablegram.**

All varieties of camp equipment

"Gold Medal Brand"

THE DIZE AUTO TENT



All materials guaranteed full weight and size.

The only exclusive manufacturers of canvas products in the Carolinas.

DIZE AWNING AND TENT CO.

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W. H. Fisher Company
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Printing - Engraving - Designing

Greensboro, N. C.

CAROLINA AUTOMOTIVE TRADE BULLETIN

Published by THE CAROLINA AUTOMOTIVE TRADE ASSOCIATION
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August 1924 *"For Service and Efficiency in Business"* Number 5

Frank Page, chairman of the North Carolina State Highway Commission is head of a committee of highway officials from ten states and the District of Columbia who will study traffic safety conditions. The officials were invited to Washington by Secretary of Commerce Hoover to consider the various methods of bringing safety to motorists. Mr. Page's committee is to devote itself to a consideration of specific safety factors of highway engineering and construction which will be placed before a general conference to be called in the fall.

o

C. H. Bartlett, commissioner of public safety, Asheville notifies tourists who have violated traffic regulations in the following manner: "The Sanitary Department washes and cleans our streets after 12 o'clock at night. Please co-operate with us in keeping the streets clear. You may not have been informed of this parking ordinance, therefore, we serve you this once with notice. If you are a stranger with us, we welcome you and ask that you call 'Phone 45, police department, and we will gladly give you any information about our city." This is a splendid method of helping to make the way of the tourist less like a bed of thorns. Asheville and Mr. Bartlett are to be commended.

o

Taxi drivers in Chicago are to be submitted to an emotional test by Dr. J. A. Snow, psychologist of Northwestern University. Newly perfected electrical

"Seven acres of beautiful lake with boats and swimming facilities."

Bathing
- Boating
- Dancing

Willomoore Springs Hotel
"A Resort Hotel With Reasonable Rates"
R. F. D. No. 2 - Lexington, N. C.
Write for Illustrated Booklet

Comfort
Pleasure -
Recreation -

WILLOMOORE SPRINGS is an easy driving distance from all Piedmont Carolina points. 36 miles from Greensboro, 10 miles from Lexington, 14 miles from Thomasville, 21 miles from Asheboro, 36 miles from Winston-Salem, 21 miles from High Point.

J. F. Knight
Manager

Hepler Bros.
Owners

instruments, he states, will measure accurately their dependability and expertness and will discover just how the drivers will act is case of an emergency.

* * *

New York traffic stopped and looked on while the Greensboro Boy Scouts' Ford Caravan traveled the streets of Gotham at from 30 to 40 miles an hour headed by a motorcycle cop from the City squad. The boys are making the falls at Niagara.

* * *

A SERVICE ORGANIZATION

The official garages of the Carolina Motor Club are instructed at all times to render every service possible to the members of this club. Should a member fail to receive proper treatment and satisfactory service at the hands of any official station, they are requested to promptly report the fact that an immediate investigation may be made. The club will reimburse the member in any event that this is necessary.

Your club is trying to develop a large, efficient service. Members will appreciate how difficult it is to find first-class automobile garages at some points.

We are trying to recommend to our membership, garages whose charges are fair and whose service can be depended upon.

* * *

SAFETY ON THE HIGHWAYS

Recently a member of the club was held up by two prohibition enforcement officers, and his car badly damaged by pistol shots. The Club attorney has been instructed to proceed to prosecute these men and take such steps as may be neecssary.

Your Club is like-wise studying every method for the making of highways more safe.

Parents can do much by continually cautioning their children against playing in the steets.

Car owners living along the highway should not park their cars on the highway. To do so is a violation of the law, and such practice is causing many accidents.

Our speed law should be increased to thirty--five miles per hour, and irresponsible drivers should be refused license.

* * *

I do not care for carrots as
A food, I'll tell the cooks,
They always seem to me to taste
Just like a flat tire looks.

An open car, an open road,
Likewise an open throttle;
An open ditch—closed episode:
They had an open bottle.

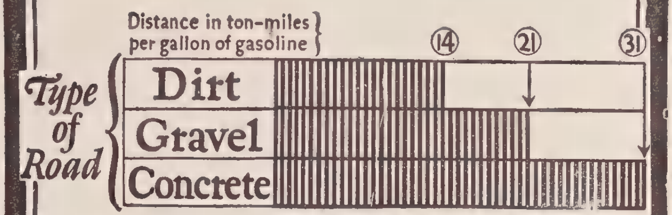
* * *

An optimist is one who steps on the gas as a train approaches and expects to collect his insurance.

Teacher—"Some terrible things can be caught from kissing."

Bobby—"That's the truth. You ought to see the poor fish my sister caught that way."—**De Molay Bulletin.**

"Don't tempt Taxis" might be a good slogan for jay walkers.



Concrete Saves Gasoline

You will find the simple chart, shown above, worth more than a passing glance. It points out a lesson in economy directly connected with every motorist's check book.

The chart shows the average ton-miles per gallon of three types of highway surfaces, as proved by tractive resistance tests conducted by Iowa State University.

Note that a gallon of gasoline carries you more than twice as far on a Concrete Road as on a dirt road and one-third farther than on gravel.

In addition to being skid-proof, rigid and lowest in maintenance cost, Concrete Roads assure a marked saving in gasoline. Their all-around economy goes a long way toward paying for them.

Send for our booklet R-3 which tells many other interesting things about Concrete Roads. Write this office for your copy.

PORTLAND CEMENT ASSOCIATION

601 Johnston Bldg.
CHARLOTTE, N. C.

Hurt Building
ATLANTA, GA.

A National Organization to Improve and Extend the Uses of Concrete

Offices in 29 Cities

THE REALIZATION OF A DREAM

(Continued from Page 5)

dam impounding the waters of the Rocky Broad River into Lake Lure; construction of a hydro-electric power plant capable of generating five and half million kilowatt hours annually; building an adequate system of drives, roads, and bridle trails; erecting two hotels; providing a fleet of motor boats, canoes, and other water craft; construction of bathing beaches; locating a pavilion in the upper waters of the lake; laying out golf courses, tennis courts, polo field, baseball diamond, and in fact providing for all known sports. A one-mile track is to be built, the inside of which will be used as an aviation field; a fish hatchery will be installed to provide a constant supply of game fish for the lake.

The entire estate is to be beautified and improved under direction of America's foremost landscape architects. Of the 8,000 acres comprised in the development, 4,500 will be available for sub-division into residential properties.

At this time great progress has been made with the program. All the lands have been acquired. An eminent landscape architect has completed an exhaustive survey of the estate and detailed plans for the entire development have been worked out. A firm of well known engineers is now engaged in making plans and specifications for the dam and will supervise its construction. An architect has been engaged to supervise the corporation's building program. Extreme care will be taken to provide harmonious architecture, yet the type of architecture will be varied. The board will create an architectural board or art jury, with leading architects from different sections, as members. Holdings of the smaller properties, including Chimney Rock proper, may be acquired at any time on or before October 1. 1925, by arrangements already perfected.

While the dam is being built and it is plannnd to have this finished by the summer of 1925, work also will be under way on relocating the state highway, which will be inundated. The lake will be impounded as the dam is advancing, so that when it is finished the lake will be at full level.

Meanwhile work will have been begun upon the hotels, golf courses, and various other amusement grounds and devices, so that the initial program will be completed and in readiness by June 1, 1926. The program will be successive, yet the various steps will blend together according to a perfected plan adopted.

The program has the unqualified indorsement of the press, civic organizations, and individuals through out Western North Carolina. It has been unqualifiedly pronounced "the biggest" thing in Western North Carolina today. The outside view was summarized recently by B. C. Forbes, noted authority on finance and investments who said: "Chimney Rock is destined to become one of the great all-year-round resorts of America. The combination of mountains and Lake Lure would be hard to excel anywhere in the world, in my opinion."

HOWARD-HICKORY NURSERY

Hickory, Catawba Co., N. C.

¶ Plan to visit us as you go to the mountains. A glad-hand will be extended you.

THE VANCE HOTEL

Modern - Comfortable - The place to break your journey to the mountains

Statesville, N. C.

DISTRIBUTORS

Armature Rewinding

USL

STORAGE BATTERY

Starter and Generator Repairing

NORTH & SOUTH CAROLINA BATTERY CO.

400 S. Tyron St. Charlotte, N. C.

PLAY GOLF
in Winston-Salem!!!

¶ **Second season of Donald Ross, Perfected 18-hole course, 6,342 yards, located in the unparalleled foothills of the Piedmont Section. For scenic beauty and a layout that calls for every shot in the bag, hie yourself hither and take a try at par.**

Excellent hotel and Club house facilities. Professional Golfers of the Carolinas have chosen this course for their qualifying round August 22-23 for the National Tournament.

FORSYTH COUNTRY CLUB

Winston-Salem, N. C.
(Good roads here from everywhere)

A MARK OF DISTINCTION

¶ SOMETHING that sets your car apart from the rest—A tangible evidence of motorist character—

—THE CLUB EMBLEM

Count the members—for they are invariably people that make a community count

CAROLINA MOTOR CLUB, INC.

Headquarters: Greensboro

VACATION TIME IN CAROLINA

(Continued from Page 3)

tance is frequently rewarded, and the bet is off if you say: "Hold on, now, don't get mad sis. Let's call the Carolina Motor Club and ask them about it?"

She has agreed and you are advised to split the period of your vacation by making both the coast and the mountains. The Motor Club has supplied you with routings, cards of introduction to the hotel folks, and you are all set for a real vacation at the price you want to pay. The Club emblem tightly screwed onto your radiator will produce relief from tight places—so don't fail to get one of these (if you don't have it now) before starting.

Routings may be had into every nook and corner of North Carolina. The latest obtainable road condition reports are maintained in the offices of the club, of which there are thirty-eight in the two Carolinas, and all available information dispensed with a smile and as freely as water to those who help maintain the service it renders.

A letter stating: "I want to take a trip lasting one month or two weeks or two months or a season into the realm of North Carolina. I want to see and know my state first. At the same time, I want to spend as much time as possible on the beach or in the mountains. Route me, please,"—is sufficient. A special routing will be made up to fit your particular case.

Do you want to see the former site of Tyron's palace at New Bern? the road built by Cornwallis at Hillsboro? the battle-ground at Alamance? the place where North Carolina ratified the Declaration of Independence? the spot where the first American tea-party took place? the place of preparation of the Mecklinburg Declaration of Independence? the last known home of Raleighs lost colony. These, and many more historical epochs, were enacted in the state that is rich in both history and folk-lore and which commands the respect of nations with it's age and honorable record.

If you wish to feel the thrill of large industry, to hear the spin of machines making fine fabrics or the hum of electric power plants supplying kilo-watt hours by high-power transmission throughout the length and breath—see North Carolina first. The largest aluminum mills in the world? the largest towel factory? the largest tobacco factory? the largest denim mills? the largest hosiery mills? North Carolina leads all the Southern States industrially, with new and modern hotels to make comfortable the night after a hard day's drive—over good hard-surfaced roads.

Routings furnished by the Carolina Motor Club's Resort and Touring Information Bureau anticipate a day's drive with a hotel for your evening's comfort. The service is entirely free to members—and is one that is counting.

You may not know it, but you have a valuable adjunct in the Carolina Motor Club—and if you are not using the organization services now, you are losing time—and opportunity which you will eventually take.

MAKE PLEASANT YOUR
MOUNTAIN TRIP--

by stopping in Morganton at

THE CALDWELL

J. H. Gaston, Prop. L. H. Short, Mgr.
60 Rooms, 30 Baths—$3.50 to $4.00, American
43 miles from Blowing Rock, 67 miles from Asheville, 43 miles from Shelby, 90 miles from Salisbury—on Route 10

It's Not a Home 'till it's Planted

It's only just a house until you have some Roses over the porch, Shrubs for the border, and Shade Trees for the lawn. Let our landscape planners help you. Write us. Also send for our new catalog of ornamentals and fruit trees.

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Pomona, North Carolina

NORTH CAROLINA'S FOREMOST NEWSPAPER IN CHARACTER AND CIRCULATION

Best Advertising Medium in North Carolina—Both Display and Classified

The
NEWS and OBSERVER

JOSEPHUS DANIELS, *Editor*
JOSEPHUS DANIELS, JR., *Business Manager*

RALEIGH, N. C.

The Music Festival

Asheville's Great Music Event Will Be Best Thus Far Staged in "Summer Music Capital"

By Harvey Holleman
Director E. W. Grove Interests

Indications point to a large number of motorists taking advantage of the Summer Season of Grand Opera at Asheville, beginning August 11, to take that long deferred tour over the new model scenic highways through Western North Carolina, and try out those stretches of perfect contour roads which have extended the fame of the State to all parts of the world.

Weather conditions will be as near ideal as possible, and in addition to the usual pleasure of a trip through these mountains, the city of Asheville is providing at an expense of some $25,000 the greatest musical treat ever brought to North Carolina by any city.

The city auditorium in Asheville is being made ready for the appearance of the great San Carlo Grand Opera Company, with its more than a hundred artists and three car loads of special scenic effects. It is the only season of grand opera scheduled for the South, and firmly entrenches Asheville in the title to being called "The Summer Music Capital of America."

Tamaka Miura as "Cho Cho San" in Madame Butterfly—San Carlos Grand Opera Company

The nine great masterpiece world-famed operas to be presented at the Asheville City Auditorium are "Aida," "Rigoletto," "Madame Butterfly," "Cavalleria Rusticana," "Lucia," "Pagliacci," "Carmen," "Faust," and "Il Trovatore." This is the fourteenth consecutive season of the San Carlo Grand Opera company in America—truly a great record of achievement, and which has never been equalled or even approached by any other organization in the world. They have appeared in practically all the important centers of the United States and Canada with the largest and finest personnel of its history. Augmenting the list of last season's favorite artists, Impresario Fortune Gallo, will present a number of singers new to this country, whose appearances have already won the highest critical praise. Mr. Gallo has just returned from Europe, making a special trip for the purpose of rounding up some of the new voices which have won such great praise during the past season abroad.

Grand Opera Auto Pilgrimage to The Land of the Sky

The recently completed model mountain highways, of easy grade and safety curves, afford motorists an unusual opportunity to make up parties of music lovers, for a tour through Western Carolina, climaxing by hearing famous artists of international reputation render—

Nine Grand Operas

"Aida" "Rigoletto" "Madame Butterfly"
"Lucia" "Cavalleria Rusticana" "Pagliacci"
"Carmen" "Faust" "Il Trovatore"

TO BE PRESENTED at the Asheville Auditorium by the famous—

SAN CARLO GRAND OPERA CO.
Fortune Gallo, Impresario

Grand Opera Week in Asheville
Beginning August 11, 1924

SEND REMITTANCE

And designate second choice. Best location remaining upon receipt of order will be allotted. These low prices for Standard Grand Opera, are made possible at this time because the City of Asheville desires to establish its prestige as the "Summer Capital of Music in America," hence gladly shoulders and deficit in bringing this expensive organization of 100 artists and three car loads of scenery, to Asheville.

SCALE OF PRICES

Box Seats $3.50
Orchestra $3
Dress Circle $2.50 and $2
Balcony $2.50, $2 and $1.50
Gallery $1

Advance orders numbered as received.

Sale of tickets will open August 4, at 9:30 A. M.

Address by mail or wire
Mr. J. E. Wilson, Treasurer
ASHEVILLE MUSIC FESTIVAL ASSOCIATION
20 Government Street,
Asheville, N. C.

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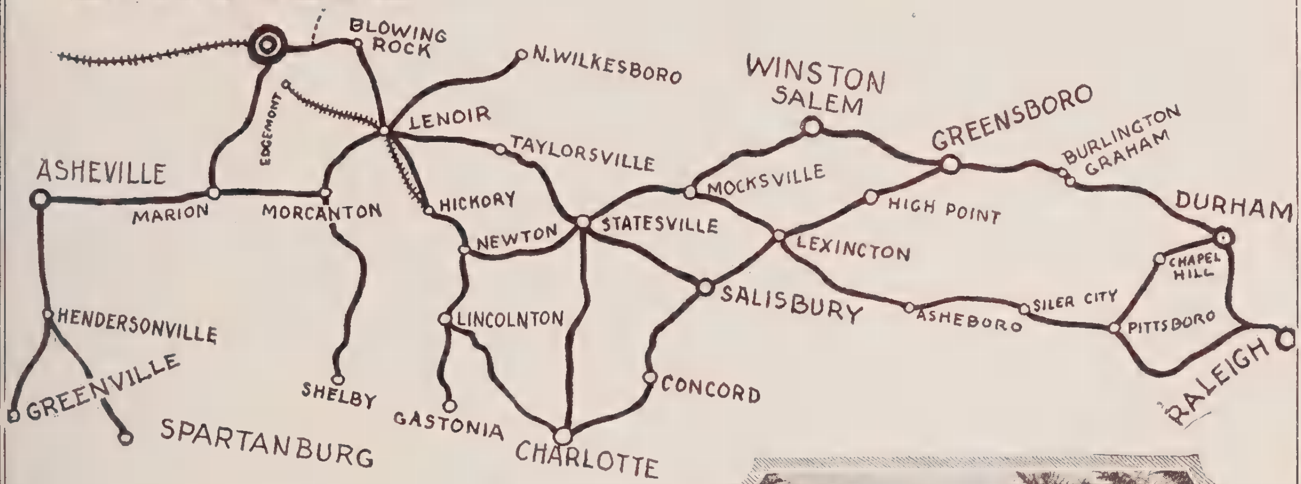
LINVILLE



Trout---a'plenty!
Golf---perfect!
Climate---cool! (*Up 4000 feet*)
Scenery---marvelous!

Fifteenth Green; Sixteenth and Seventeenth Fairways.

From the Carolina cities shown it is well within one day's drive to lovely Linville—over good roads—wonderfully scenic as you ascend the Blue Ridge and wind along its very crest on the famous Yonahlossee Road. The awesome overwhelming effect of the mountains leaves you when from Donald's Crag, you descend into a peaceful valley through which meanders the Linville River, full of honest to goodness speckled trout. Bordering the stream a delightful golf course of 18 holes, a cluster of silvery, bark sheathed summer cottages and a restful looking English style inn. The whole scene is so cozy, so bright, so clean, so green, it seems a picture-book village come to life. It is a dreamy sort of place, where, with the delights of fishing, swimming, hiking, golfing, picknicking, motoring, and evening merry-making around a great log fire, days melt away until leaving time comes as a surprise and a shock.

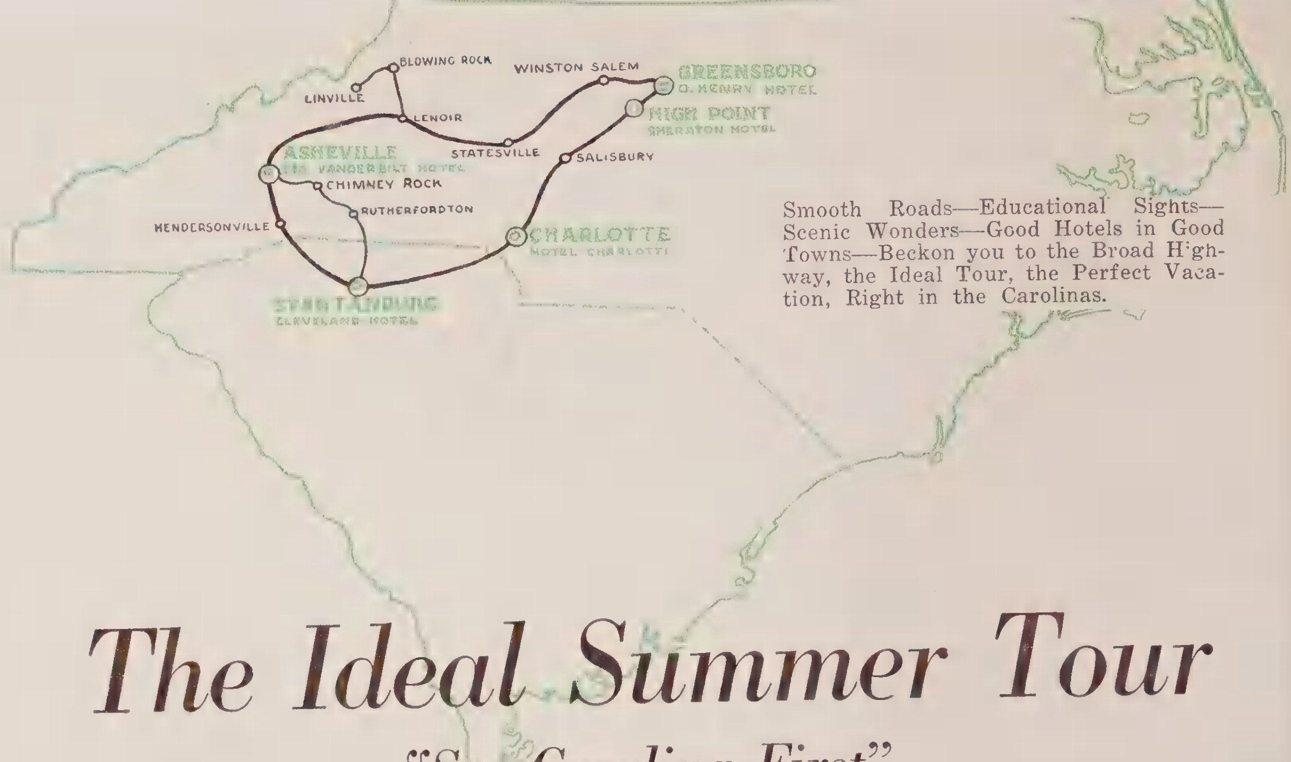
Cozy Corner Hole.

LINVILLE is the quaintest, prettiest, most restful spot in the Blue Ridge. The hotel, famous for good food, good service, good folks and good times. Train service via Johnson City, Tenn., or Lenoir, N. C.

ESEEOLA INN

Edw. G. Fitzgerald, Mgr.

Linville, N. C.



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"See Carolina First"

Here is presented a summer tour-de-luxe for the family-in-a-car. A loop around Piedmont Carolina, visiting its important cities; taking in its historic spots, seeing the glory of its mountains. All the way over perfect roads—every stop at a perfect hotel of reasonable rates. Select any of the starting points (shown in green) go as far as you like. Take as long as you like. It's go-as-you-please, with new thrills and pleasures in every link.

SPARTANBURG, S. C. See the great mills. Visit Glenn Springs, drink of its health-giving waters. Or take in the Revolutionary battlegrounds; Kings Mountain and Cowpens. Stop at the Cleveland Hotel, on Morgan Square. A house of elegance, comfort, charm and fireproof safety that Brightens your stay and Bids you Back.

ASHEVILLE, N. C. Mecca for thousands of summer tourists. Mt. Mitchell, Pisgah Forest, Biltmore estate, numerous other famed spots to see. Finest golf courses. Every recreation advantage. The new George Vanderbilt, just opened, is the hotel. Centrally located, of the finest ever built. Charming in every respect and a wonderful observatory of the Land of the Sky.

SIDE TRIP. From Asheville to Greensboro, if there is time make the side trip to Blowing Rock and Linville. Here, above the clouds, is Nature's wonderland, a thrilling scenic trip along the crest of Blue Ridge.

GREENSBORO, N. C. Great Southern distributing city. World's largest denim mills. Guilford Court House Battleground, now a national park. Stay at the O. Henry Hotel, the most popular in the South. Hospitality and comfort to the last degree. Splendid cafe. Perfect service.

HIGH POINT, N. C. You must see the "Wonder City." Second largest furniture manufacturing community in the world. A busy, industrial city amid a setting of beautiful homes and wide-paved streets. The Sheraton is a gem of a hotel, handsomely furnished and equipped to render the most complete service.

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While at Asheville and the George Vanderbilt or at Spartanburg and the Cleveland, make the enjoyable drive to Chimney Rock and eat at a cozy inn on its very summit.

"Good Hotels in Good Towns"

The CAROLINA MOTORIST

SEPTEMBER '2

20 CENTS

Published by
The CAROLINA MOTOR CLUB, Inc.
"Branches in thirty-eight Carolina Cities"

The Mayview golf course is gently rolling without any very steep climbs and with constant change of scene. Although not a year old, the turf is well started and putting greens in fair condition.

New Mayview Golf Course Now Open at Blowing Rock

Right at Mayview Manor, the Finest Hotel on the Blue Ridge

Donald Ross of Pinehurst has built a wonderful new golf course, nearly a mile high (4500 feet) on the Blowing Rock Plateau, close by Mayview Manor. September and early October are its most delightful months—just pleasantly warm by day, delightfully cool by night. Visitors at Mayview Manor are provided with endless day-time diversion—golfing, riding, motoring, swimming, mountain climbing or trout fishing—sports that whet the appetite for the dinners that have made Mayview Manor famous. The evening social life at Mayview is a delightful feature. Here you meet good folks from North, South, East and West—people who like to play bridge, dance and make good times.

Mayview Manor is kept cool by constant breezes that come across the greatest gulf of open space you ever saw—a 2,500 feet-deep chasm that reveals the spurs and shoulders, the entire bulk of lofty Grandfather Mountain and, beyond, countless knobs, domes and peaks, forming a jumbled panorama of the higest ranges in Eastern America. Constantly changing in coloring and mood, this wild scene is enjoyed at your ease in a perfect hotel, in a mountain wilderness, but with all the conveniences and comforts of a metropolitan house.

The approach by motor roads is perfectly wonderful. The Southern Railway now sells tickets and checks baggage direct to Mayview Manor, via Lenoir.

Write or wire for rates or reservations
JOHN J. FITZGERALD, Mgr.

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In early summer and again in late September the coloring of the flowers or foliage is simply gorgeous.

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Greensboro, N. C.

Looking Toward Virginia Peaks

View of Golf Course From Hotel Site

ROARING GAP---ABOVE ALL!

A New Golf Resort, 3300 Feet High, of Marvelous Scenic Beauty, Where the Blue Ridge is Nearest to the Biggest Cities of North Carolina.

Beyond Elkin, a hard-surfaced highway climbs 2,500 feet to Roaring Gap. From this promontory is seen a most tremendous panorama, including the Virginia Peaks, the vast sweep of the Piedmont Plateau, with Pilot Mountain and Brown's Knob standing out like lone sentinels, and, far away to the west, the massed-up heights of Western Carolina.

This sun-kissed, breeze-fanned lookout, favorite picnic ground of generations of native families is being developed into a summer colony of Good Folks, with a Donald Ross golf course, a fine hotel, a really marvelous lake, well-stocked trout streams, bridle paths, tennis courts, polo field, and all that goes with a premier resort, worthy to be directed, as this will be, by Leonard Tufts, Genius of Pinehurst.

Nearby!

Distances to Roaring Gap from—

	Miles
Winston-Salem	**65**
High Point	**84**
Greensboro	**95**
Charlotte	**99**

And all the way over perfect roads.

Exclusive!

Limited to 200 members.

Golf course now under construction, planned by Donald Ross.

Hotel will be built and run under the direction of Leonard Tufts

The purchaser of a membership share may choose a building lot. Only 200 shares will be sold. Only fifty of the 200 remain available.

Write to W. G. JEROME, Winston-Salem, N. C., Fiscal Agent

ROARING GAP, Inc.

CAROLINA MOTORIST

"The Motor Magazine of The Carolinas"

Published each Month by

The CAROLINA MOTOR CLUB, *Inc.*

"A MEMBERS CLUB—NOT FOR PROFIT"

Headquarters
224 East Market St.,
Greensboro, N. C.

Branch Offices
in thirty-eight
Carolina Cities

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"The Little Brown Jug"

¶ The call of the open road is alluring—it makes dreamers of us all—during the trials and tribulations of the "work-a-day" world we visualized the vacation we were soon to have. We saw ourselves putting tent, cots, cooking outfit and salt bacon into the car; we saw the joyful faces of the family as they seated themselves ready for the life of the gypsy. All that has passed; we dream no more. The vacation, beautiful and alluring until the minute of starting, is now a mere memory. We rehash the days and nights spent under the stars; we think again of this vacation and state fervently that the next time we take a vacation, reservations will be made at some comfortable hotel—the stars may twinkle, but the mosquitoes also bite; the air is invigorating, but the smoke from our camp-fire and the cusine was terrible!

¶ Sam Richardson, congenial mayor of Southern Pines, an admirable little resort town in the Sandhills of North Carolina, has us all wrong. Because we ask the town to look into its traffic enforcement situation, our friend the Mayor gets all excited. Of course, we are not to blame for the fines which made victims of peaceful motorists, and we do not suppose Sam is to be blamed either. But we are not the mayor of Southern Pines and Sam is. He can therefore, through a bit of the old remedy called co-operation, put a stop to it. We called his attention to the matter and so await his action.

¶ Uh-huh. We understand the language used by Justice of the Peace W. M. Persoll of Rocky Mount when he writes to a motorist whose number has been taken for speeding: "I am a stranger to you. I will be light on you. Kindly mail me check." This is a nice letter but some of them are not so nice. The justice at Candor makes horrible threats and nice motorists like us would be frightened to death if we were to get one of these. Of course, since we know that this method of collecting is illegal, we would just ignore such letters.

¶ Speaking of letters, Mr. W. E. Stewart of Concord, N. C., slips us a bouquet which has a musical ring: "Please be advised," quoth he, "that the Younts Motor Company (an official garage of the Carolina Motor Club) did render me the most satisfactory service on August 15 for which I want to thank you both. I want to add to the above that I would not be without a membership in the Carolina Motor Club as long as it is possible to secure one."

¶ "I mean every word of it," saith Mr. A. F. Klein of Greensboro avowing that "it is a pleasure to be associated with an organization that is giving its members 100% service at a very nominal cost."

What It Costs to "Roll" a Car

Have You Ever Stopped to Figure, Accurately, Just How Much it Costs You to Run From Raleigh to Wilmington or Blowing Rock?

By William Ullman

> ¶ **Finding the mile-cost of car operation is an important feature of progressive ownership and Mr. Ullman tells you how to figure the actual cost, excluding nothing. The knowledge of how much it costs to roll your car on a per mile basis is an intelligent way to avoid financial troubles in automobile ownership.**

ENOUGH motorists are getting down to business on car ownership to render the matter of mile-cost a vital factor. It is becoming more and more important to know how much it costs to travel each mile than to know what the car sells for, how much gas it consumes and what the repair bills are, because the mile-cost tells the whole story of ownership.

If a motorist shows a high mile-cost for a low-priced car he is either careless in owning it or he has not made a truly economical purchase. If he gets an unusually low mile-cost from a high-priced, luxurious car he is justified in suspecting that he is sacrificing something somewhere along the line. Perhaps his car has become a plaything and not a real service to him.

Every motorist can profit by finding out how much it costs him to roll his car. There are reasons, however, why many people hesitate to figure things out, and not the least of these is the matter of depreciation. Most car owners figure this as a "dark horse" and give up before they start.

For all practical purposes depreciation can be figured on a very simple basis. In purchasing your automobile you can ascertain, for instance, whether you are acquiring a one, two, three, five, seven or ten-year car. That, then, should be your basis of calculation. If you are buying a car that seems to last the average owner about five yeras and the delivered price is $1,000 you are spending $200 a year for ownership of the car itself. In a sense you might term this "rent."

That much is simple enough. If you are in doubt as to the actual life of the car you are buying, and if the dealer tells you that it will last as long as you make it, there is no need to be confused. Many cars that have passed the period of their active life will continue to give transportation service to someone who is willing to nurse them along, but when cars reach this point they usually get down to a common price level. Perhaps they are only out of style, but in any event they are good for a cash sale of about $100 or a trade-in allowance of a little more, depending upon competition in the trade and the type of car it is being traded for.

It is easy enough to keep repair bills on file. Some owners are inclined to hide them, but generally they can be found. Gas purchases and supplies are obtained from the monthly garage bill, while transportation items incurred in traveling can be added by most business men who know the value of knowing where their money goes.

Nothing should be overlooked. It is foolish for a car owner to say that his car costs him three cents a mile to operate and then add: "Of course this doesn't include depreciation and repairs—and odds and ends." Figure in everything that is in any way a part of keeping that car in service, including the cost of the car itself and all the incidentals it involves.

Storage should be included in the "rolling" cost even though it is a habit with many people to leave it out. The storage of the car is part of its operating cost. If you don't give it shelter it will get rusty and go dull. You'll have to have it repainted soon. Its radiator may freeze in winter. When you come to the end of a perfect motor day and put the car away in the garage you are merely buying a form of protection that helps keep it serviceable, just as you fill up with gas in the morning to help keep it running.

Having discovered what it costs you to run your car the next point is to translate this into mile-cost. Here you have got to study your own case carefully, for it is obvious that your results will vary according to the number of miles you average per year.

The man who keeps his car a number of years and spreads out his mileage accordingly may find that his car goes out of style and that this makes a difference. The man who tries to get a lot of mileage out of his car in a short time runs into expenses that are the obvious result of inadvertent neglect. On the average, however, most people figure a normal mileage per year—five to ten thousand miles—and figure on the year-life of the car.

That is, if you use your car normally it is more accurate to figure that it will serve you a certain number of years rather than a certain number of miles.

Suppose, therefore, that you have run your car three years, covering 20,000 miles. Suppose it is rated as an eight-year car and cost you $2,400 complete, delivered and tax paid. Suppose you have paid $400 for storage, $200 for repairs, $160 for tires, $60 for State licenses, $450 for insurance and $30 for incidentals. Your gas and oil has averaged, let us say, 2.5 cents per mile.

The mile-cost of your motoring is, therefore, 10.5 cents. Knowing this, it is possible for you to compare your experience with the particular car with other cars you have owned, or with the experience of other car owners. You have something to go by when you get down to brass tacks in buying, or when considering the purchase of a new car.

Find out what it costs you to "roll" your car. It is a feature of intelligent and progressive car ownership. It eliminates the financial gamble.

EMBLEM IS IDENTIFICATION

Three negroes were arrested in Princeton, W. Va., because they were driving a new Overland car with the emblem of the Carolina Motor Club on the radiator. The emblem number was the only means of identification.

Motoring in the Legislature

Bills That Became a Law In North Carolina at the Special Session

From the special legislative mill which ground out a number of important and progressive bills, those relating to the ownership and operation of automobiles occupied no little attention. It may be truthfully stated that the North Carolina Legislature "went a' motoring." On this trip, they encountered the scenic regions of the west and the sand-vistas of the east, ruggedly beautiful —but plastered with sign boards! Therefore the bill presented by Senator Mark Squires reads like this:

> "Section 1. Any person who in any manner paints, prints, places or affixes or causes to be painted, printed, placed or affixed, any business or commercial advertisement on or too any stone, tree, fence, stump, pole, automobile building or other object which is the property of another without first obtaining the written consent of such owner thereof, or who in any manner paints, prints, places, puts or affixes or causes to be painted, printed, placed or affixed such advertisement on to any stone, tree, fence, stump, pole mile-board, mile-stone, danger-sign, danger-signal, guide-sign, guide-post, automobile building or other object within the limits of a public highway, shall be guilty of a misdemeanor and shall be fined not exceeding fifty dollars ($50.00) or imprisoned not exceeding thirty (30) days."

Traveling along, the legislature, to continue the figureative tone, witnessed the useless debauchery of the long-leaf pine by vandals and general destroying of road-side planting. It is evident that Senator Squires is observant, for it was he who introduced the following bill which is now a law:

> "Section 1. Any person, not being on his own lands, who shall, within one hundred yards of any of the State Highways of North Carolina or within a like distance of any other public road, or highway, commit any damage, injury or spoliation to or upon any tree, wood, underwood, timber, garden, crops, vegetables, plants, lands, springs or any other matter or thing growing or being thereon or who cuts, breaks, injures or removes any tree, shrub, plant or flower within such limits, shall be guilty of a misdemeanor, and upon conviction, fined or imprisoned, or both, in the discretion of the Court.
>
> "Section 2. The members of the State Highway Commission force in charge of maintenance and of construction, and the wardens and patrolmen of the Forest Division of North Carolina Geological and Economic Survey, shall have the authority of sheriffs to make arrests of persons found by them violating the provisions of this act."

After "honking" repeatedly, the truck running along in front at about 15 miles an hour refused to move over and the legislature took commercial dust for some several miles. Speaking for the whole car-load and for motorists in general, Senator Johnson of Duplin presented this bill which became a law:

> "Section 1. That 2617 of the Consolidated Statutes be, and the same is hereby amended, by adding at the end of said section the following:
>
> a. That all operators of motor vehicles on the public roads in meeting a motor vehicle in operation shall pass on the right of the road in such a manner that all of said vehicle, and the load thereof, shall be on the right of the center of the road.
>
> b. That all operators of motor vehicles on the public roads shall permit all motor vehicles approaching from the rear to proceed, either by turning to the right so that every part of the said vehicle and the load thereof shall be on the right of the center of the road, or by proceeding at a rate of speed not in excss of the legal limit, as will allow said following vehicle to proceed without hindrance or obstruction.
>
> c. That any person violating any provision of these sub-sections shall be guilty of a disdemeanor, and upon conviction shall be fined not exceeding $50.00 or imprisoned not exceeding 30 days."

Flivvers are yet permitted to "fliv" along without the use of dimmers. The bill was considered discriminatory and the legislature refused to sanction any action to make the bumps of the road less easy for he who flivvers.

A substitute bill was presented in which the railroad crossing stop-law was to be amended to not apply to railroads having three trains a day or less. This bill, reported by the

(Turn to Page 17)

Charlotte Will Show Speed

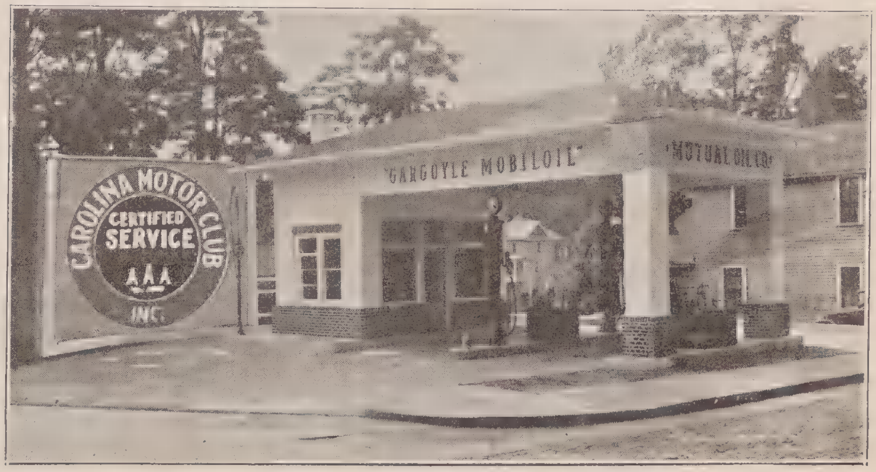
Timber Being Leveled For New Speedway in the Queen City

While President Osmond Barringer of the Charlotte Speedway, Inc., was recording the deeds for 206 acres of land near Pineville, workmen were removing the timber preparatory to erecting, in North Carolina, its first automobile speedway. Two more tracts of land are to be purchased for this brand new progressive move of the progressive Queen City. Lumber is now being carted to the site of the grand-stands and carpenters are being enlisted to aid in the program of construction. Races are to be held on this track this fall it is announced.

While the speedway corporation purchased 165 acres of land from the Yandle brothers, only 79 acres will be actually used for the track site.

Grandstand "A," or No. 1, which will be in front of the judges' stand, where the races will start and end, will have four entrances and four exits of huge dimensions, with a 12-foot promenade between the grandstand seats and the boxes. Grandstand "B," or No. 2, located on the straightaway of the backstretch, will be similarly constructed. Tunnels will provide entrances and exits to the infield from two sections of the track.

From the main approach, which will be 50 feet wide, with space enough for two lines of automobiles approaching and departing, two similar roads will branch away to the two grandstands. The road to Grandstand "A" will be 40 feet wide, and the road to Grandstand "B" 30 feet wide, according to tentative plans.



Mutual Oil Company of Asheville displays Motor Club colors in large way

Carolina's Own Exposition

High Lights on the Event That is Making Real Industrial History for the Carolinas

H. L. McClaren, President Made-In-Carolinas Exposition

CENTURY-OLD ROARING GAP

¶ Roaring Gap, sage of the Centuries! A land of majestic beauties and primitive attractions will be the subject of a story being prepared for the October issue of the Motorist. The development of the land loved by natives and heralded by discoverers as overflowing with the milk and honey of recreation and nature's rich resources. Watch for this article.

UNDER most auspicious circumstances and with a brilliant array of notable Carolinas men and women the Carolinas Exposition will be formally opened at Charlotte Monday afternoon, September 22, by Governor Cameron Morrison of North Carolina and Governor Thomas G. McLeod of South Carolina. Although the formal ceremonies will take place in Auditorium Hall at 3 o'clock, the doors to the greatest exposition building in the South will be open to visitors in the morning at 11 o'clock.

It is now known that the exposition this year will surpass in interest and beauty all former events. The leading manufacturers of the Carolinas have reserved ample space for the showing of a larger part of their lines. There will be moving exhibits far greater in number than ever before seen at this exposition to show to the people of the world and especially the people of the Carolinas the great diversity and character of articles manufactured in the two states, products that run the gamut of trade requirements from the essential to the luxurious.

Honorable Cameron Morrison, Governor of North Carolina and Honorable Thomas G. McLeod, Governor of South Carolina, who took an active interest in this annual event

So rapidly has this exposition of Carolinas industrial products grown that one great trade publication in the east characterizes it this year as having attained to "national consequence," and the attendance during the period of the show, September 22 to October 4, will not only draw thousands of people from the Carolinas but manufacturers and merchants from the New England states and New York have indicated that they will be here in force.

Started four years ago by far-seeing men who realized that Carolina people were not patronizing, as they should, the products manufactured in the Carolinas, the exposition has steadily grown in size and influence until today it is the largest thing of its kind in the country. There are a few state fairs representing racing, midways and the like which count a larger annual attendance, but nothing in the United States having for its primary purpose the exploitation of home products can equal the Carolinas Exposition in either interest, attendance or results to exhibitors. While regarded as the show window of the Carolinas, it has fast assumed the importance of being the show window of the South.

This year, at the request of committees appointed by the Presidents of the North Carolina and the South Carolina Cotton Manufacturers Association, the Exposition management as late as July determined to add a "Textile Diversification" program to its other special features. It was brought forcefully to the attention of the Exposition that the Carolina mills working on yarns and coarser weaves suffered a terrible depression during the past eighteen months, while the mills of the New England states, of England and France, producing finer textures operated full time. The conclusion was that if the Carolinas are to continue their growth and prosperity in the mill business they must turn attention to the production of dress goods and other fabrics that find a steady market throughout the United States and the world. The announcement that the Carolinas Exposition would become a leader in this movement won immediately the attention of the manufacturers of looms necessary to produce this quality of dress goods and novelties.

Applications for privilege to show this character of mill equipment begun to flow in from manufacturers in the United States and England, and more than twenty-five looms producing fine dress goods and other fabrics will be exhibited in action.

A remarkable feature of the Exposition this year will be the exhibits by the manufacturers of the finer furniture in the Carolinas.

Practically every line of manufacture in the Carolinas is represented. Farm implements, wearing apparel, food products, toilet preparations, novelties, candies, leather goods, store and office fixtures and equipments —in whatever line a Carolinian is interested it will be found in the 1924 exposition.

E. C. Dwelle, President North Carolina Cotton Manufacturers' Association

MOTOR CLUB WILL HAVE ELABORATE TOUR BOOK

Darden Allen, Famous Pathfinder, Begins Work of Logging N. C. Roads

Darden Allen, famous as an automobile pathfinder, will compile and publish for Carolina Motor Club members an edition of the Automobile Tour Book. Mr. Allen, who has traveled each of the states and many foreign countries logging and mapping routes for motor travel has already begun his work of covering North Carolina in his specially equipped car.

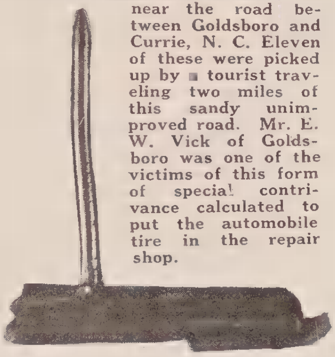
The book is to contain routes, mileages, running directions, road conditions and maps of North and South Carolina, Georgia, Florida, Virginia, Tennessee and Kentucky, with transcontinental trips to Washington, New York, Atlantic City and other important connections, and will be given free to members of the Carolina Motor Club. The Automobile Tour Books are recognized as a national publication and have a large distribution among tourists.

The large, specially equipped car in which the roads of the Carolinas will be logged, carries complete road logging speedometers which register conditions, type of roads, directions and routes taken in addition to mileages. This makes possible complete and specific routings for the convenience of tourists who annually cover North Carolina's good roads.

Mr. Allen states that the publication will be ready for distribution November first. With experience covering many years of path-finding, and a thorough knowledge of his car, Mr. Allen considers a "short trip" one covering ten to fifteen thousand miles.

"PUNCTURE-SURE" CONTRIVANCE

¶ Below is pictured a "puncture-sure" contrivance being used maliciously or for profit by someone located on or near the road between Goldsboro and Currie, N. C. Eleven of these were picked up by a tourist traveling two miles of this sandy unimproved road. Mr. E. W. Vick of Goldsboro was one of the victims of this form of special contrivance calculated to put the automobile tire in the repair shop.



¶ Ten dollars reward is offered by the Carolina Motor Club for the arrest and conviction of persons guilty of throwing on the highways glass, nails, tacks or any other contrivance intended to destroy automobile tires. The club agrees to withhold the name of the witness where possible, but desires information leading to the arrest of these vandals. This is a standing offer of the club.

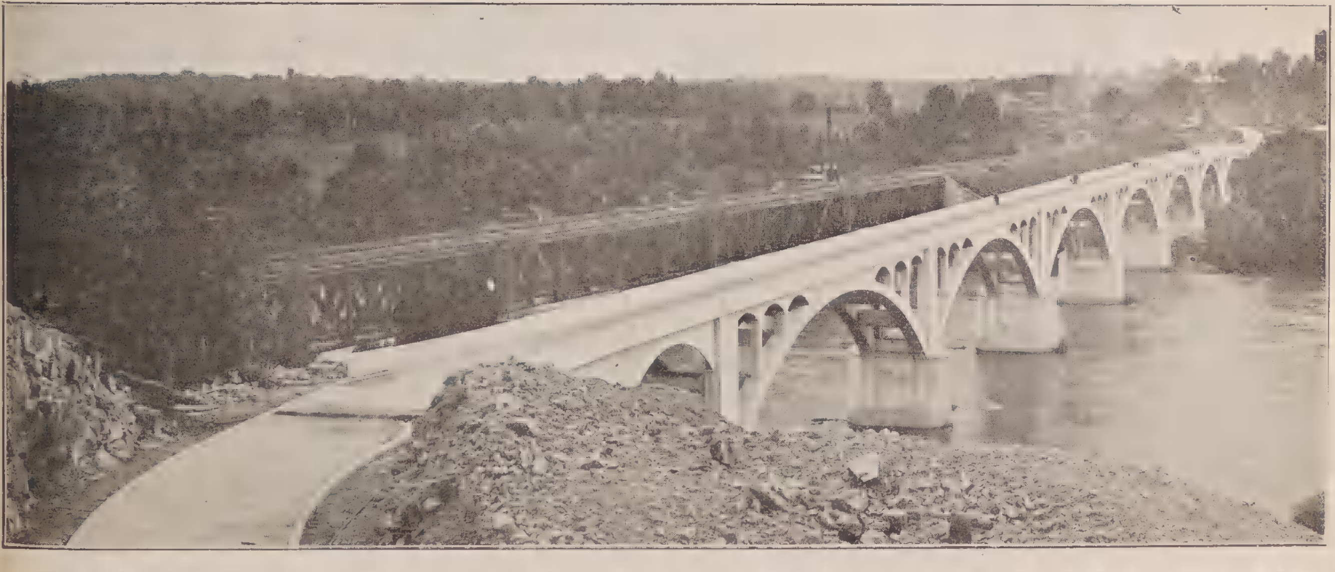
NORTH CAROLINA MAY GET PROPOSED NATIONAL PARK

Marion Butler Thinks Committee Will Accept Location in the Mountains of the West

When the special investigating committee appointed by Secretary of the Interior Work makes its report and recommends the establishment of a new National Park, the battle-line will be long and far-flung. Every state in the Appalachian range will be fighting long and hard and if North Carolina wants the park it is up to the people of this state to show their interest, according to former Senator Marion Butler who interviewed Secretary Work in Washington regarding this.

It is proposed to the Federal Government to establish a chain of parks following the Appalachians and reaching across several states. Congress will be urged to select the best offered as the great eastern park. The chain idea will be worked out later. Only one park will be recommended to Congress next winter. The appointment of a state park commission in North Carolina is urged by the former senator, who says that he is "satisfied that western North Carolina will be selected on account of the peculiar beauty and fitness of our mountain country for such a park provided such is properly presented and provided also that our state shows a proper spirit of co-operation as indicated above."

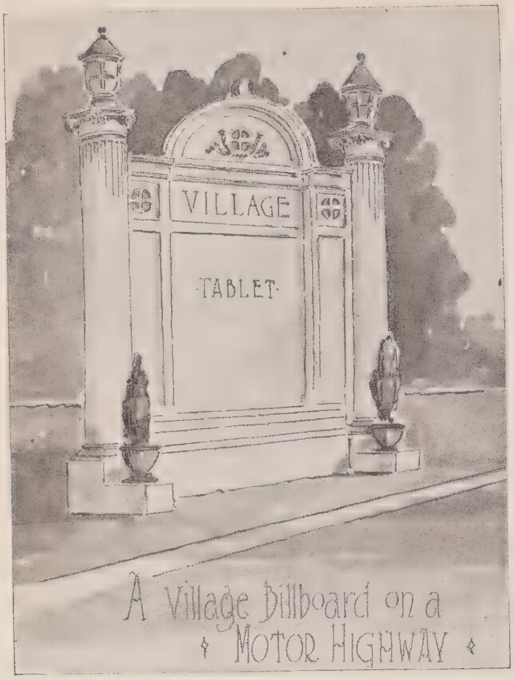
Open New Bridge Over Yadkin River



The passing of another relic of days of the toll road and toll bridge was heralded by a glad group who attended a celebration staged by the Salisbury Chamber of Commerce on August 15 formally opening the new bridge over the Yadkin River. This magnificent product of North Carolina's progress in road building will be called the "Wilcox" bridge in honor of Commissioners Wilkinson and Cox, in charge of the two highways districts joined by the new structure.

Artistic Town Entrances

The Hoosier Motor Club is Active in Marking Towns With Neat Entrances---Plan Submitted for North Carolina Villages, Towns and Cities


VILLAGE
TABLET
A Village Billboard on a MOTOR HIGHWAY

Something dignified and ornate in billboards

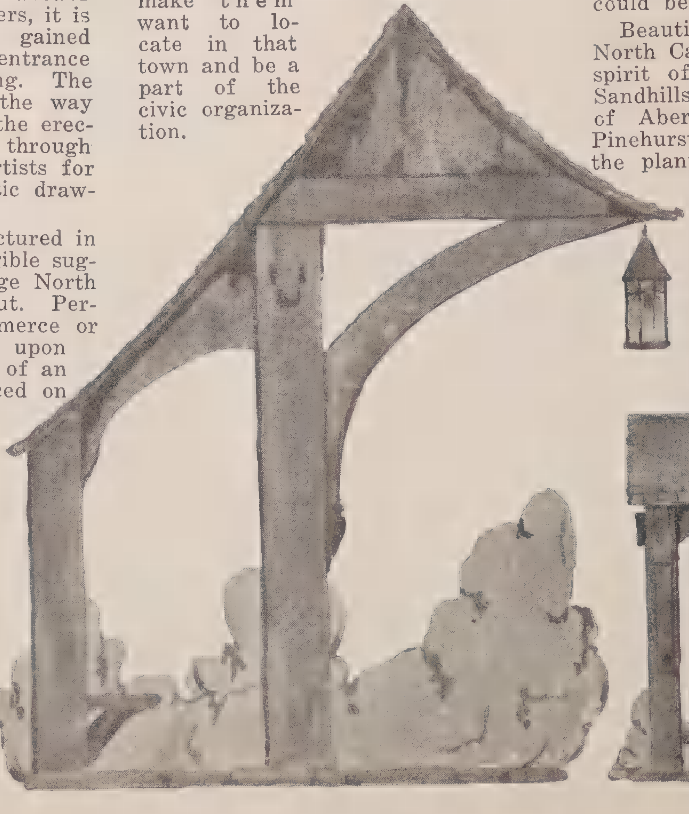
"WHAT town is this?" is the question heard frequently on motor buses or passenger cars as a prosperous urban panorama spreads itself before the passenger or tourist entering the average North Carolina village. And while the answer should not be said with flowers, it is a fact that the impression gained through an artistic town entrance would be interestingly lasting. The Hoosier Motor Club paves the way in propaganda encouraging the erection of "town entrances" through a contest among Hoosier artists for the most original and artistic drawing of a town entrance.

The work submitted is pictured in this article. There are tangible suggestions here for the average North Carolina town to think about. Perhaps the Chamber of Commerce or other civic body will take upon itself to see that some sort of an artistic arrangement is placed on each of the through highways entering the village. It is a thing that North Carolina needs, and as an advertisement the results would be far-reaching. An arch, a fountain, or roofed gate-way with a bench executed in stone, brick or iron at either side of the road would lend an atmosphere of welcome to the entrance and avoids the commonly used and trite word "welcome."

"Welcome as a mere word means little in these days of expressive art and pictures. It is as proper as would be the use of Shakespeare's placards "This is a tree" or "House" or "Street scene in Venice." Now the thing must be done with expression.

North Carolina has been extremely diligent about building roads, but North Carolina towns have not met the State half-way in the beautification of these — particularly the first sight of the particular town which greets the tourist. To this end, then, boards of commisioners, chambers of commerce and city planning groups would do well to direct their enegies.

A few cities and towns of North Carolina have already attended to this important detail. At Burlington, those entering this city will find an attractive fountain on the west entrance and a war relic in the form of a 19,000 pound coast defense gun at the east entrance. These intimate little touches indicate town pride and are favorably re-actionary. Motorists notice and comment upon this evidence of civic spirit. It tends to make them want to locate in that town and be a part of the civic organization.

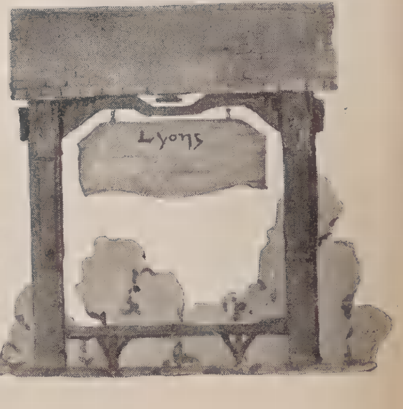


¶ How about including some sort of artistic entrance in your appropriation to beautify your town? Indiana, lead by the Hoosier Motor Club, is welcoming tourists through art in stone and brick and wood. Attempting to emulate this effort, we are reprinting the most attractive designs submitted in a recent contest among architects, artists and designers.

Beautiful highways make travel pleasant and comfortable, and ornate town entrances add materially to the beauty of the roads over which travel is taken. Many designs may be prepared. There are no end of architectural ideas along this line and if North Carolinians would let the wheel feel the shoulder in the connection, a neat crop of specificatiins could be supplied.

Beautification of the highways of North Carolina may be found in the spirit of the Kiwanis Club of the Sandhills which embraces the towns of Aberdeen, Southern Pines and Pinehurst. This organization plans the planting of the tree for which the section is famous—the long-leaf pine—along the roads connecting the three towns. A meritorious plan which could be emulated by other adjacent cities.

This attractive design lends an atmosphere of real welcome



A principal feature of this work is that of keeping from the road-edges such debris as may be found near many towns, where the local draymen have seemingly collected all the rubbish to be found, carried it two or three miles out of town and—dumped it. Nothing could be more distasteful to the tourist "out just looking" than such advance guards as these trash heaps. It is certain that there must be a place for this junk, but why should our through highways suffer? Let the town fathers maintain something like an incinerator to destroy it. This is truly a "necessary expense" and action might profitably be taken.

HIGHWAY PATROL SERVICE IN SOUTHERN CALIFORNIA

Motorists from North Carolina and all Southern States have been cordially invited to avail themselves of the benefits of the new highway patrol service, just launched by the Automobile Club of California. This new activity on the part of a motor club daily covers the main traveled thorougfares with a fleet of eleven cars, manned by uniformed drivers who are skilled mechanics. Each car is equipped with a complete set of tools for all emergency work, which is free; gas, oil and parts being sold to those in trouble without profit.

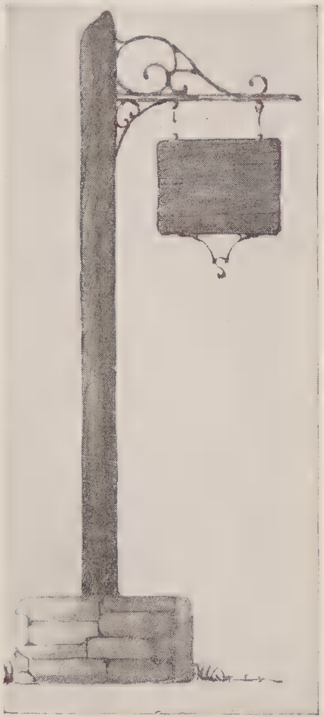
Tires are changed for women traveling alone and maps with full road information constitute a part of this service. Copies of the California Motor Vehicle Laws are given to all who apply for this information. The service is free to all motor club members, regardless of from whence they hail.

N. C. FOREST ROADS TO RECEIVE FEDERAL FUNDS

Expenditures totaling $15,000 of forest highway funds for the construction and improvement of highways within or adjacent to the Pisgah and the Nantahala National Forests in North Carolina have been approved by the Secretary of Agriculture, announces the Forest Service.

One project is the improvement of the Pisgah Motor Road from the northern boundary of the Pisgah Forest to Buck Spring Gap a distance of 10 miles. The sum of $9,000 has been allotted for this work. In the Nantahala National Forest two roads are to be built. One calls for the expenditure of $5,000 to surface and maintain seven miles of the Three States highway leading from Highlands south to the boundary line between North Carolina and Georgia. The other project is the improvement of five miles of the Dillard-Highlands road running southwestward from Highlands, a distance of five miles. The sum of $1,000 has been allotted for this work.

A drinking fountain is appreciated by thirsty motorists



Simple but attractive marker

SOME UNIQUE ROADS IN AMERICA AND ABROAD

Longest paved highway in world, from Vancouver, B. C., to Mexican border, 1,476 miles.

Highest road in the world, Pike's Peak, Colorado, 14,109 feet above sea level.

Highest paved street in world, Nevada street, Colorado Springs, 6,340 feet above sea level.

Shortest street in world, Rue Ble, Paris.

Narrowest street in world, Via Sal, Havana, 47 inches wide.

Dirtiest street in world, The Thanstl, Nankin, China.

Cleanest street in world, Via Castle, Seville, Spain.

Noisiest street in world, Pearl street, New York City.

Widest paved street in world, Broad street, Philadelphia.

—**Motor Mention**

Something to be added to this is the champion detour of the United States located between White Haven and Blakeslee, Pa., which is 72 miles long. Motorists who formerly traversed the 9½ mile main road wore it out and were forced to take the long haul. They art now contributing to a fund to rebuild the stretch which is said to be in a township too poor to do the work itself.

An elaborate affair which might be utilized as a memorial for a subscription campaign

Wilmington And Its Resorts

Thousands are Enjoying Ocean Breezes and Surf Plunges at This time o' Year at Wrightsville, Carolina, Wilmington and Fort Fisher Beaches, "The Summer Playground of the South"

By Louis T. Moore

WILMINGTON is North Carolina's only deep water port. This city is also peculiarly fortunate in it's ability to claim for itself and its several beaches the title of "The Sea-side Playground of the South."

Wilmington holds a unique position in natural advantages both as a summer and winter resort. It is practically surrounded by water, with the Cape Fear and North-east rivers on one side and the Atlantic ocean on the other. Wilmington has an average temperature throughout the year of 63.2 degrees. The Gulf Stream makes an inward sweep toward the Carolina coast, at a point about opposite Wilmington which gives the section a mild and equable climate throughout the year and adds greatly to the attractiveness of Wilmington as a resort center.

> **¶ North Carolina's Atlantic City! Wilmington, with its beautiful beaches and splendid resort facilities; gay throngs from North Carolina's heat infested cities annually pay tribute to the blue of the Atlantic ocean and plunge deep in the cool invigourating surf. Wilmington is appreciated by Carolinians both for pleasure and for commerce and industry.**

Surf bathing scene Lumina, the "Peoples Pleasure Palace" at Wrghtsville Beach near Wilmington, N. C.

Sailing in the Banks Channel at Wrightsville Beach is one of the chief delights of the resort

Still-water bathing appeals to many people and fine opportunity for this sport is furnished at Wrightsville Beach

There are four splendid beaches nearby. One of these is an island, known as Wrightsville Beach, situated nine miles east of Wilmington. Carolina, Wilmington and Fort Fisher Sea beaches are resorts situated on the mainland, and are located about fifteen miles south of Wilmington.

Wrightsville Beach is one of the premier resorts along the South Atlantic coast. This beach is entirely free from mosquitos. In summer the usual water sports, dancing and various forms of entertainment may be enjoyed. An excellent trolley service is maintained throughout the year by the Tidewater Power Company. This resort has the added advantage of gas for fuel and heating purposes, which is pumped from the station in Wilmington through high pressure mains.

Wrightsville Beach has many attractive features. Chief among these is Lumina, "the people's pleasure palace" maintained by the Tidewater Power Company. This pavilion is the Mecca during the summer of thousands of pleasure seekers. An excellent orchestra furnishes music nightly, and the dance floor, one of the largest in the South, is crowded every evening with merry-makers from every section of the country. On the east-side of Lumina, a motion picture screen has been built veritably in the ocean. On this screen are flashed every night during the summers the latest picture releases, and the novelty of seeing pictures with the ocean waves dashing beneath the screen is something which appeals to every visitor.

An engineering novelty in the form of a half dozen jetties recently built have proved most successful. These jetties are slowly but surely serving to build up the beach front, and to force backward the level of the water on the strand.

There are any number of comfortable hotels and boarding houses here where accomodations can be secured at anytime during the summer.

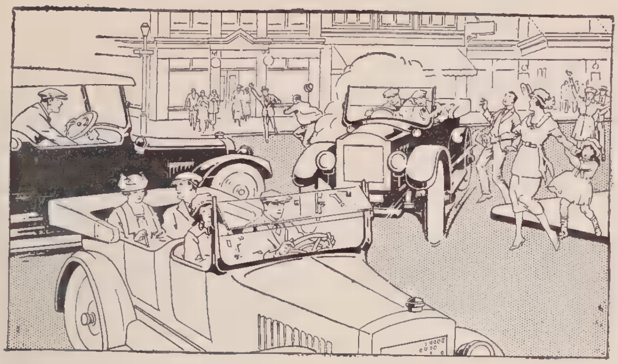
Southward from Wilmington along the splendid Fort Fisher highway, after a half hour drive by automobile, the tourist reaches Carolina, Wilmington and Fort Fisher beaches, in the order named. These beaches cover approximately eight miles of as beautiful water front as can be found along the Atlantic coast. One drives into Carolina Beach first, and thence southward for a half dozen miles there is an automobile speedway, paralleling the ocean within several

(*Turn to Page 20*)

Solving Traffic Problems

Many Towns Find That in Following the Lines of Least Resistance Traffic Direction is Not "Toughest" Problem in the World

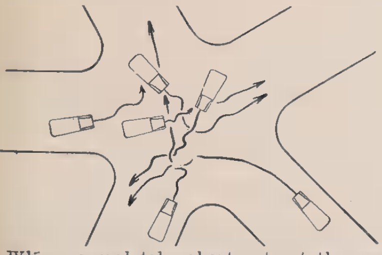
An Interview with George C. Kelcey, Traffic Engineer



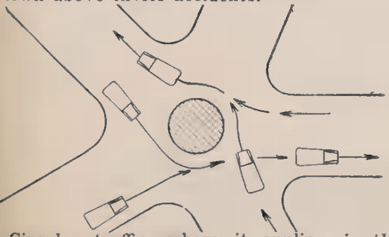
TRAFFIC follows the line of least resistance, according to George G. Kelcey, traffic engineer for the American Gas Accumulator Company, who has worked out the graphic diagrams used in this article. A number of the most common traffic problems prevailing in all cities and in many small towns are shown, together with the solution, and it is believed that these will be used to advantage by engineers over the Carolinas who have experienced trouble in directing the increasingly heavy traffic in their towns. It was thought that motorists, who are directly affected by the lack of regulations, as well as the establishment of these, would also be interested in the work of Mr. Kelcey.

The hit-and-miss plan, prevailant in many cities, results in numerous accidents and even if the only damage is to the car, should be abolished. Jams and smashes of a minor type cost Carolinians much every year which is needlessly expended. Directed toward a line of safe handling, which is simple when the directions of Mr. Kelcey are employed, the smashes automotive operators "are heir to" will become a thing of the past—or at least, be confined to a minimum.

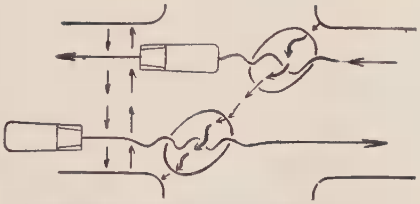
"Transportation requirements, states this traffic engineer, "now call for traffic to move more rapidly in most cities and controlled speed should be made effective Main traffic arteries are essential and block systems are of real value in many cities. Safety zones for street car loading, well marked both day and night prevent not only injuries, but many fatalities. One-way streets, while confusing to motorists in strange ciites, are important aids to traffic distribution and are acceptable where the streets may not be divided except at tremendous expense."



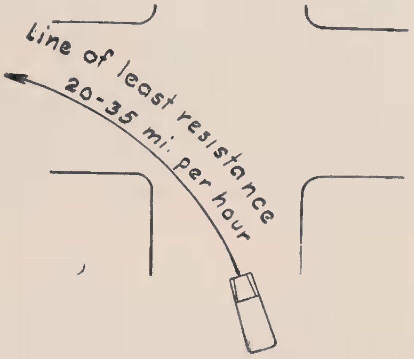
When several take short cuts at the same time, accidents are frequent. Conditions shown above invite accidents.



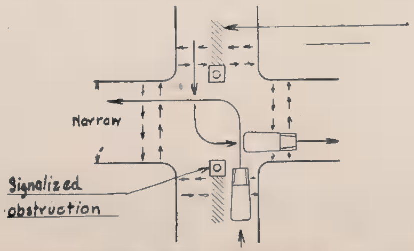
Circular traffic, where it applies, is the right solution. Rotary movement is the traffic ideal.



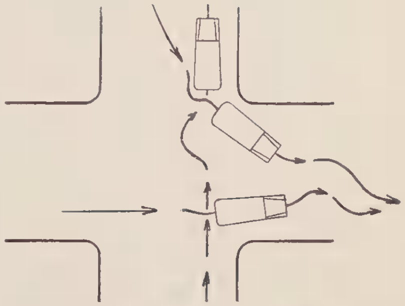
Pedestrians looking for vehicles in opposite directions, might as well cross corners diagonally. This condition grows worse if view is cut off by buildings.



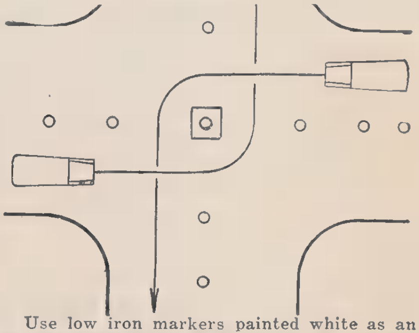
About 68 per cent. of traffic follows this shortest and easiest course despite all contrary regulations. Note vehicle moves fast and on wrong side of two streets.



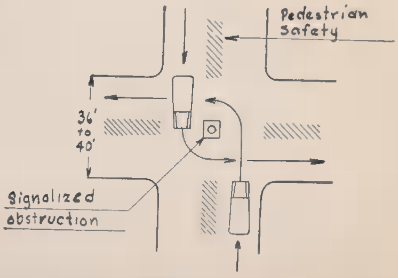
In traffic signaling, obstructions must be used to definitely block wrong paths. The signal must effectively mark the obstruction and have strong moral value on traffic.



Note confusion caused by speed and unexpected intersection with other cars. Dangerous eddy currents extend considerable distance beyond intersection.



Use low iron markers painted white as an aid to keep traffic in proper paths. White lines are useful, but not as effective as markers.



Signalized obstructions must be designed so that traffic can not disrefard or pass over them. They must make the right path easiest to follow and wrong paths difficult.

(Turn to Page 21)

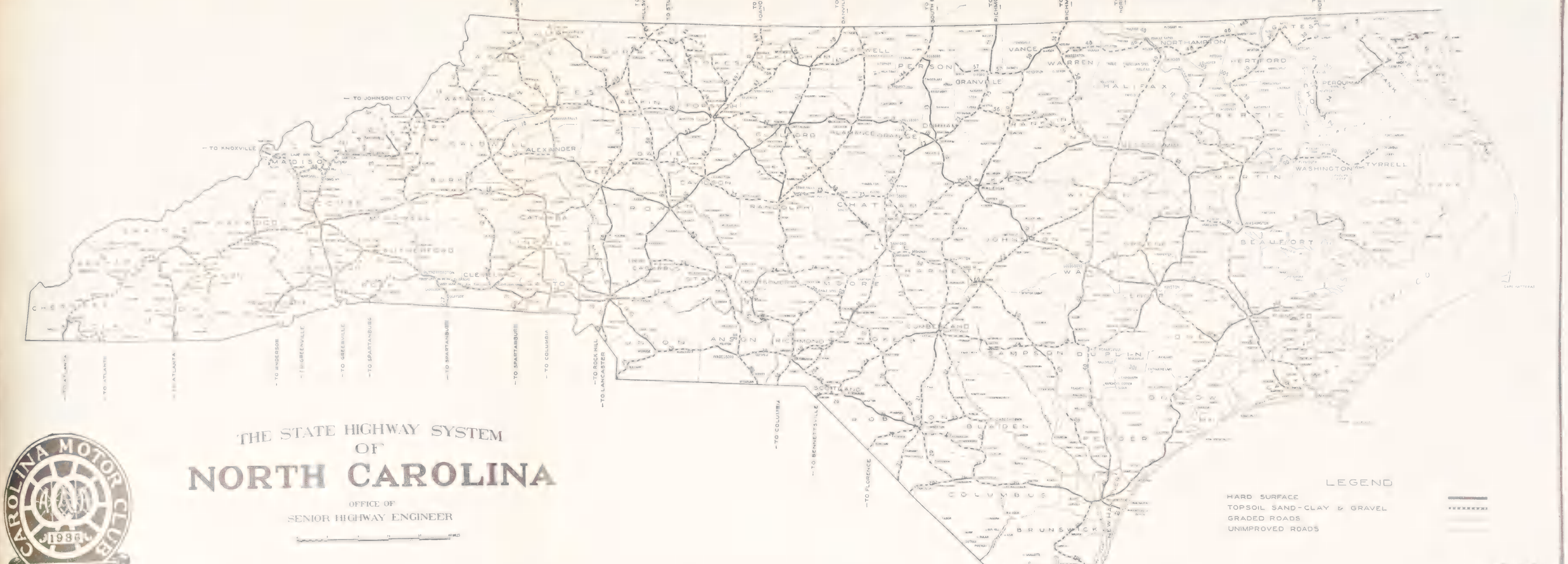
MOTOR TO ASHEVILLE

Moonlight Scene on Beaver Lake, Asheville.

ASHEVILLE is the Mecca for the people of the Carolinas and Florida and Georgia this Summer. The Opening of the two new Million Dollar Hotels—the George Vanderbilt and the Battery Park, provides the finest kind of accomodations, in connection with the famous Grove Park Inn, the beautiful Kenilworth Inn, the Langren and a dozen other good hotels. There are also several new apartment houses and many new houses.

The two golf courses are the finest in the country and there are new bridle paths and hundreds of miles of wonderful asphalt and macadam roads for motoring to a score of interesting points in the wonderful mountain sections. This month Asheville will have a week of Grand Opera and there are four good theatres, offering the late musical comedies and the best pictures. Two magnificent department stores and many new shops offer exceptional shopping advantages. Beaver Lake and the Persian Pool are new features for your entertainment..

LAKE VIEW PARK



THE STATE HIGHWAY SYSTEM OF NORTH CAROLINA

OFFICE OF
SENIOR HIGHWAY ENGINEER

NORTH CAROLINA DETOUR REPORT

AUGUST, 1924

ROUTE NO. 10

BETWEEN COUNTY WHARF IN THE CITY OF BEAUFORT AND CITY LIMITS OF BEAUFORT—Eastbound [illegible] turn to the right as directed by large stand sign at the [illegible] Mulberry Street two blocks to Pollock Street [illegible] two blocks to Cedar Street; thence to [illegible] two blocks to Craven Street, thence to left on [illegible] Street one block to Railroad Street; thence to right on Railroad [illegible] block to Turner Street; thence to left down Turner Street to County Wharf.

Westbound traffic follow the reverse of the above.

NEW BERN-KINSTON—Westbound traffic turn to the left as directed by large sign at End Street in New Bern, following Route No. 30 to Deep Gulley; thence to the right following large stand signs marked Route No. 303 and Route No. 10 to Kinston, entering Route No. 10 at Queen Street in the city of Kinston.

Eastbound traffic detour out of Kinston as directed by large signs, following reverse of the above.

CANTON-WAYNESVILLE—Westbound traffic turn left at detour sign in city of Canton and follow paved road to Woodrow. Turn right at end of concrete paving, cross Pigeon River on steel bridge, and follow gravel road No. 286 to Waynesville.

Eastbound traffic follow reverse of above.

LITTLE RIVER-PRINCETON—W[illegible] turn to the right as directed by large stand sign at Little River, follow signs to Princeton.

Eastbound traffic turn to the left as directed by large stand sign [illegible] Princeton and follow the reverse of the above.

ASHEVILLE-CANTON—Turn to right [illegible] Luther, large detour sign, and follow well marked detour via Oak G[illegible] Church. Return to Route No. 10 at Turnpike. Distance 2.7 miles.

Eastbound traffic follow reverse of above.

DILLSBORO-WHITTIER—Turn to left off of No. 10 at Wilmot, large detour sign, crossing Tuckaseigee River and [illegible] Branch of Southern Ra[illegible] well marked [illegible]

Eastbound traffic follow reverse of above.

BRYSON-ANDREWS—Turn to left off of No. 10 four miles west of Bryson and follow Route No. 286 to Franklin. F[illegible] Franklin to Andrews over rough mountain road not marked nor maintained by State Highway Commission.

ALTERNATE—Turn to right off of No. 10 about nine miles west of Bryson via Judson over rough mountain [illegible] not in State system [illegible] Robbinsville; thence over Route No. 108 to Topton.

Eastbound traffic follow reverse of above.

ANDREWS-MURPHY—Follow well m[illegible] detours for bridges and rading. Old road maintained by State as detour.

ROUTE NO. 11

PINK HILL-KENANSVILLE—Southbound traffic turn to the left t large stand sign about four miles south of Pink Hill, follow signs, ntering Route No. 301 just east of Weaver's Bridge; turn to the right [illegible] directed by large stand signs, following Route No. 301 to Kenansille.

Northbound traffic turn to the left at large stand sign just east f Weaver's Bridge, following the reverse of the above.

ROUTE NO. 16

GASTONIA-LINCOLNTON—Turn to left at Dallas following High hoals road by way of High Shoals and Kiser's Store to County Home, hence follow detour as described between Charlotte and Lincolnton, oute No. 27.

Southbound traffic follow reverse of above.

ROUTE NO. 17

LENOIR-HICKORY—Starting in Lenoir follow Route No. 18 east ne and one-half miles, take right hand road at large detour sign and ollow county road two miles, coming back into main road two miles ast of Lenoir.

Westbound traffic follow reverse route.

BO[illegible]-BLOWING ROCK—Traffic from Boone turn south off oute No. [illegible]0 near courthouse in Boone; cross narrow gauge railroad racks, follow narrow [illegible] road nine miles, coming into Route No. 175 [illegible] miles from Blowing Rock.

Traffic from Blowing Rock proceed over Route No. 175 [illegible] miles, urn right and follow narrow dirt road to Boone.

ROUTE NO. 19

ROAD BETWEEN WOODLAWN AND LITTLE SWITZERLAND is losed to traffic, except at 7:00 A. M., 12:00 Noon, and 6:00 P. M.

ROUTE NO. 20

MONROE-WADESBORO—Eastbound traffic proceed to Marshville [illegible] Route No. 20, turn left, cross railroad, turn right, going one-fourth mile, turn left and follow Olive Branch road five miles to Polkton road, [illegible] right [illegible] Meacham Place, turn right, going two [illegible] station, turn right, going two miles to [illegible] Springs Church, turn left going 2.6 miles to lumber yard turn left, one-fourth mile, turn right one-tenth mile entering Route No. 20, turn left and follow Route No. 20 via Polkton to Wadesboro.

LAURINBURG-HAMLET—Traffic follow old road, Route No. 20, which is under construction, but in fair condition. Caution is given to look out for construction forces the entire length of the road. Route No. 20 road into Laurinburg or turn south at detour sign and follow reverse of above.

ROCKINGHAM-PEE DEE RIVER—Traffic follow old Route No. 20 which is in fair condition. Caution is given to look out for construction forces the entire length of the road.

ASHEVILLE-CHIMNEY ROCK—Follow Route No. 29 out of Asheville to Skyland. Turn to right at large detour sign and follow well marked detour via West's Store and Mills River to Hendersonville; thence over Route No. [illegible] to Bat Cave, which is also on Route No. 20.

ROUTE NO. 24

FAYETTEVILLE-RAEFORD—Follow Route No. 24 over new concrete road from Fayetteville to Fenix Station on the Aberdeen and Rockfish Railroad [illegible] miles from City Market at Fayetteville. Detour to right at Fenix parallel to the A. & R. R. R., two miles to Clifton Station on the Chicken Road; at Clifton detour to left over Chicken Road [illegible] miles to [illegible] highway Route No. 24.

RAEFORD-FAYETTEVILLE—Turn to left at detour sign on Route No. 24, 1.3 miles east of the Cumberland-Hoke County line; thence along the Chicken Road 4.8 miles to Clifton Station on the A. & R. R. R., detour to right at Clifton parallel to the railroad two miles to Fenix Station to intersect Route No. 24; thence along the new concrete highway to Fayetteville.

ROUTE NO. 27

CHARLOTTE-ALBEMARLE—Through traffic from Charlotte to Albemarle go by way of Concord over Route 15 from Charlotte to Concord and Route 74 from Concord to Albemarle. Traffic from Albemarle to Charlotte follow reverse of above.

CHARLOTTE-LINCOLNTON—Westbound traffic turn left at Alexis; go five and one-half miles, then turn right five and one-half miles to County Home, thence right 600 feet to Mullis Store, thence left one-fourth mile to forks of road, thence left two and one-half miles, thence to left going two and one-half miles to hard surface road, turn right for Maiden and Newton and left for Lincolnton following hard surface road for one mile, thence turn left on Flint Street and follow same one and one-half mile to Main Street, thence right along main Street for one-half miles to County Courthouse.

Eastbound traffic follow reverse of above.

ROUTE NO. 28

BREVARD-ROSMAN—Turn off of No. 28 to left at Cherryfield, large detour sign, and follow well marked detour, coming back into No. 28 at Calvert.

Eastbound traffic follow reverse of above.

BREVARD-LAKE TOXAWAY—Turn left off of No. 28 at west end of Rosman, crossing railroad and wooden bridge, and follow old road marked and maintained by State forces to Galloway Siding.

Eastbund traffic follow reverse of above.

LAKE TOXAWAY-SAPPHIRE—Turn to right off of No. 28 at end of graded section; thence over old road marked and maintained by State forces via McNeely's store, and thence old lake bed and along old road and short local detours to Sapphire.

Eastbound traffic follow reverse of above.

ROUTE NO. 32

EDENTON-SUNBURY—Northbound traffic turn right at Evans Church, drive one mile to Mavaton, turn left, follow Norfolk Southern railroad through Cisco to Center Hill, turn left down county concrete road to Meege. Distance about seven miles, three mlies of which is paved road.

Southbound traffiic turn left at Meege, follow concrete road to Center Hill, turn right, follow Norfolk Southern railroad though Cisco to Mavaton, turn right, and come into Route No. 32 at Evans Church. Standard signs all the way.

ROUTE NO. 40

ENFIELD-HALIFAX—Northbound traffic turns to right at forks of the road two miles north of Enfield and follows detour via Crowell's crossroads to Halifax.

Southbound traffic takes the left-hand road three and one-half miles south of Halifax and follows detour signs via Crowell's crossroads to Enfield.

WILSON-FREMONT—Southbound traffic turn to right as directed by large stand sign at Wiggin's Mill; follow Route No. 22 to large stand sign at a point on Route No. 22; turn to the left as directed by large stand sign; follow signs, entering Route No. 40 at Black Creek Crossroads.

Northbound traffic turn to the left as directed by large stand sign at Black Creek Crossroads, following the reverse of the above.

BURGAW-PENDER COUNTY LINE—Southbound traffic leave Route No. 40 five and one-half miles north of Burgaw, turning to left, thence continuing eastward two miles, thence south, right turn, two miles, then west, right turn, three and one-half miles to Route No. 40.

Northbound traffic leave Route No. 40 at northern edge of Burgaw, turning to right and continuing east three and one-half miles, then north, left turn, three miles, then west, left turn one and one-half miles to Route No. 40.

ROUTE NO. 50

NORLINA-WISE—Northbound traffic take county road from Norlina to Warren Plains; thence over the county road to Wise. Detour in good condition and properly marked.

YOUNGSVILLE-RALEIGH—Northbound traffic turn to right at Millbrook and follow detour 1.7 miles to intersection of road from Rolesville to Raleigh; follow county road by Rolesville to Wake Forest.

Southbound traffic follow reverse directions.

ROUTE NO. 57

HENDERSON-OXFORD—Southbound traffic from Henderson follow Route No. 57 to end of Garnett Street turn [illegible] right and follow detour signs seven miles, then Route No. [illegible] to Oxford. Northbound traffic reverse direction and follow signs to Henderson.

ROUTE NO. 60

CLINTON-DELWAY—Southbound traffic turn to the right as directed by large stand sign three miles south of Clinton, follow signs to Delway.

Northbound traffic turn to the left as directed by large stand sign at Delway and follow the reverse of the above.

SANFORD-JONESBORO—Southbound traffic turn [illegible] left at corner of Chatham and McIver streets; follow out McIver street about 0.8 of a mile; turn right at sign and go south for 0.1 of a mile; turn left at sign and go east for two miles which puts you on the main street in Jonesboro. Turn left for Route No. 60.

Northbound traffic follow reverse directions.

BETWEEN WINSTON-SALEM AND YADKINVILLE—Westbound traffic follow Route No. 65 west out of Winston-Salem twelve miles, turn right follow soil road ten miles via Farmington to Route No. 80, turn sharp right and follow Route No. 80 north nine miles to Yadkinville.

Eastbound traffic, turn right in Yadkinville, follow Route No. 80 south nine miles and follow reverse route of above.

ROUTES NOS. 65 AND 709

WINSTON-SALEM - MOCKSVILLE—Traffic from Winston-Salem take right-hand road at large detour sign one mile after crossing Yadkin River, follow soil road for five miles to Farmington; turn sharp left, follow soil road five miles coming back into main road at end of concrete pavement four miles from Mocksville.

Traffic from Mocksville follow reverse route.

REIDSVILLE-LEAKSVILLE—Northwest traffic detour as directed by signs at the north limits of Reidsville over county road to Leaksville.

Southeast traffic from Leaksville detour to the left at large stand sign on the south of covered bridge at Leaksville and follow reverse of above.

Traffic to Wentworth using Route No. 65, as usual.

ROUTE NO. 66

PILOT MOUNTAIN-MT. AIRY—Northbound traffic turn right at north end of concrete road through Pilot Mountain; follow soil road to Westfield; thence over Route No. 89 to Mt. Airy.

Southbound traffic follow reverse route.

ROUTE NO. 70

REIDSVILLE-GREENSBORO—Southbound traffic take right-hand road at large sign at south corporate limits of Reidsville and follow signs via Monroeton to Brown Summit; thence over Route No. 70 to Greensboro.

Northbound traffic follow reverse of above, leaving Route No. 70 at large sign in Brown Summit.

GREENSBORO-ASHEBORO—Detour via High Point, as directed by signs.

ASHEBORO-RANDLEMAN—Road open to traffic fom Asheboro to Hinshaw Forks, thence as directed by signs into Randleman.

Southbound traffic detour to the right at large sign in south Randleman and follow reverse of above.

ROUTE NO. 74

CONCORD-ALBEMARLE—Eastbound traffic turn right at intersection of Church and Corbin streets going one block on Corbin street, thence left on South Union street going 3.2 miles to Faggart's Filling Station, turn left going 2.1 miles to forks of road, turn left 2.1 miles to Cold Spring Church, thence 4.2 miles to Mt. Pleasant and turn right on Route No. 74 to Albemarle.

Westbound traffic follow reverse of above.

ROUTE NO. 90

TARBORO-BETHEL—Eastbound traffic turn to left at large detour sign at east end of Tar River bridge,, and follow detour signs to Bethel and the concrete roads to Robersonville and Greenville.

Westbound traffic turn north at large detour sign in Bethel, crossing railroad and following signs to Tarboro, coming back on Route No. 90 at east end of Tar River bridge.

ROBERSONVILLE-WILLIAMSTON—Eastbound traffic turn left at large detour sign on Main Street, Robersonville, and follow signs through town of Gold Point to Route No. 125, thence into Williamston on Route No. 125.

Westbound traffic turn right at large detour sign on Main Street, Williamston, and follow reverse of above.

ROUTE NO. 91

WILSON-FARMVILLE—Eastbound traffic turn to the right at Nash Street in the city of Wilson as directed by large stand sign; follow signs into the city of Farmville. Westbound traffic turn to the left in the city of Farmville at large stand sign, following the reverse of above.

GREENVILLE-WASHINGTON—Eastbound traffic leave Route No. 91 at "Five Points" in Greenville, via Evans street and 11th street, to county pavement towards Cox's Crossing to large detour sign about four miles from Greenville; turn sharp to left on earth road following signs via Simpson, entering Route No. 91 about one-half mile past Simpson [illegible] to pavement, turning to right and following Route No. 91 (pave[illegible]) to Washington.

Westbound traffic leave Washington across river, following Route No. 91 via Marsden and Grimesland to a point about five miles east of Grimesland, i. e., to large detour sign on pavement. Leave pavement, turning to left and following detour signs via Simpson to county pavement—about four miles between pavements. Turn to right and follow pavement into Greenville, again entering Route No. 91 at "Five Points."

ROUTE NO 106

CULLOWHEE-GLENVILLE—Turn to right at large detour sign opposite Normal School [illegible] follow well marked detour to Glenville.

Northbound traffic follow reverse of above.

ROUTE NO. 285

DILLSBORO-FRANKLIN—At Dillsboro follow old county road to wooden bridge over Tuckaseigee River; cross river and follow newly graded road to foot of mountain near Gay. From Gay to top of Cowee Gap follow old road, thence to Franklin via well-marked county road.

ROUTE NO. 342

EDENTON-HERTFORD—Eastbound traffic leave Edenton via Virginia Road to Small's Crossroads, and follow detour signs to Hertford.

Westbound traffic leave Hertford via Center Hill road; follow detour signs to Small's Crossroads; thence along the Virginia road to Edenton.

ROAD CONDITION REPORT ISSUED BY THE SOUTH CAROLINA HIGHWAY DEPARTMENT FOR WEEK ENDING AUGUST 16, 1924

Note:—The following report is based on information received Thursday, August 14, and does not take into consideration any rains that might occur after that day.

Routes No. 7 and 16.—Charlotte-Rock Hill-Chester-Winnsboro-Ridgeway and to Columbia. Charlotte to Fort Mill under construction. Traffic advised to go by way of York road from Charlotte and turn to left about three miles from Buster Boyd bridge over Catawba River coming into Route No. 7 at Fort Mill. Fort Mill to Rock Hill paved. To Chester to Blackstock to Winnsboro to Ridgeway good. Ridgeway to Columbia paved except three mlies south of Ridgeway which is fair.

Route No. 19.—Appalachian Highway: Newberry-Whitmire-Union-Glenn Springs-Spartanburg-Landrum and to Saluda, Hendersonville and Asheville in North Carolina good throughout.

Routes Nos. 22 and 7.—Newberry-Greenwood-Abbeville-Calhoun Falls. Good throughout, short detours around bridges under construction between Abbeville and Calhoun Falls which are passable.

Route No. 27—From Route No. 2 at Dorchester via St. George-Branchville-Bamberg-Blackville-Aiken and Route No. 12 to Augusta. Dorchester to Reevesville to Dorange fair. Dorange to Branchville to Edisto River good. Edisto River rough but passable. South Edisto River to Williston good to excellent; thence to Aiken fair; Route No. 12 to Aiken to Augusta fair.

Routes Nos. 6, 30 and 1.—Charleston-Savannah Highway: Charleston--Jacksonboro-Walterboro-Yemassee and Ridgeland and Savannah Charleston to Jacksonboro paved for 18 miles, other sections rough to fair; thence to Walterboro good; Route No. 30 between Walterboro and Yemassee impassable, take Routes Nos. 63 and 1 via Varnville which is in passable condition. Varnville to Yemassee fair (traffic to Savannah take Route No. 36 via Gillisonville and Ridgeland, fair to very good) Yemassee to Ridgeland, fair to very good. Under construction Ridgeland to Savannah River. Use old road to ferry, rough but passable.

Routes Nos. 31 and 41.—Camden-Bishopville-Darlington and Florence. Fair to good thorughout.

Route No. 50.—Jefferson Davis Highway: Columbia-Camden-McBee-Cheraw and Raleigh. Columbia to Kershaw County line 16 miles paved. County line to Camden good. Toll bridge over Wateree River. Camden to Cheraw good. Cheraw to North Carolina line fair.

Route No. 2.—Charleston-Summerville-Orangeburg-St Matthews-Columbia-Newberry-Greenville-Easley - Seneca - Walhalla - Georgia Line. Charleston to 16 mile post paved; Thence to Summerville to Orangeburg County line good; thence to Columbia good except 2 miles under construction which is rough but passable. Short detour near Dixiana in fair condition and well marked. Columbia to Newberry road paved 18 miles, balance fair to good. Few places are soft from new dirt. Newberry to Laurens good; Laurens to Fountain Inn fair; thence to Greenville and Easley, Calhoun, Seneca, Walhalla good. Walhalla to Mountain Rest fair. For Hendersonville and Asheville take Routes No. 21 and 29 from Greenville or Route No. 19 from Newberry via Union and Spartanburg.

Route No. 8.—National High[illegible] Grover-Blacksburg-Gaffney-Spartanburg-Greenville-Anderson-Alford's Bridge. Grover to Blacksburg good; thence to Geer, fair; short detour between Spartanburg and Cowpens due to hard-surfacing fair; Geer to Anderson good. Anderson to Savannah River excellent; toll bridge over Savannah River.

Route No. 12. Jefferson Davis Highway: Augusta-Aiken-Batesburg-Lexington-Columbia. Augusta to Aiken fair; thence to Columbia, good.

Route No. 21.—Dixie Highway Asheville-Hendersonville-Greenville-Greenwood-Edgefield-Augusta. N. C. line to Greenville to Princeton good; to Ware Shoals to Greenwood to Edgefield County line good except a little soft South of Ware Shoals; Edgefield County line to Edgefield first section rough, last section good; Edgefield to Trenton to Aiken County unimproved under construction south of Trenton but passable; thence to Augusta fair; traffic can also go from Trenton via Route No. 27 to Aiken and Route No. 12 to Augusta. Trenton to Aiken good except 5 miles unimproved and sandy but passable; thence to Augusta fair.

Routes Nos. 15 and 20.—Princeton to Abbeville to McCormick to Augusta. Princeton to Honea Path to Donalds to Abbeville to McCormick to Parksville good. Parksville to Augusta fair to good; ferry over Savannah River does not operate between 11 P. M. and 6 A. M.

Routes Nos. 10 and 20.—Chesnee-Laurens-Greenwood-McCormick-Augusta. Chesnee to Laurens to Cold Point good, detour in Laurens fair; Cold Point to Greenwood fair except short section near Cold Point under construction but will be kept passable. Greenwood to McCormick good; thence to Augusta see above.

Routes Nos. 26, 41 and 44.—Charlotte-Lancaster-Kershaw-Camden-Sumpter-Manning-Kingstree-Georgetown. Charlotte to Camden good. Thence to Manning 23 miles paved, balance good except section north of Dalzell fair. Manning to Kingstree fair to good; Route No. 412 under construction rough but passable; Black River bridge near Kingstree has been temporarily repaired. Alternate Kingstree to Georgetown. Take route No. 41 south of Kingstree and turn left about 2 miles north of Hardeman via Salters and thence to junction with Route No. 412 [illegible]tour rough. Junction of No. 44 and 412 to Andrews good; thence to Georgetown good.

Route No. 3.—Columbia-Sumter-Florence-Marion-Nichols. Columbia to Statesburg good; 17 miles in Richland county paved; Statesburg to Wedgefield good; thence to Sumter paved. Sumter to Mayesville paved; Mayesville to Lynches River good. Lynches River to Timmonsville good; thence to Florence paved. Florence to Peedee good. Toll bridge over Pee Dee river; thence to Mullens to Nichols fair; Nichols to North Carolina line under constuction but passable; bridges completed; approaches rough.

Route No. 30. Rosinville (intersection No. 2)—St. George-Walterboro-Rosinville to Edisto River good. Edisto river to Walterboro unimproved but fair. Traffic to Savannah or Beaufort see other routes in this report.

Routes Nos. 23 and 38. N. C. line near Rowland-Dillon-Latta-Marion-Conway and Myrtle Beach. N. C. line to Dillon recently completed fair to good; Dillon to Latta to Marion good. Marion to Gallivants Ferry good. Gallivants Ferry Swamp to Conway to Myrtle Beach generally fair. Temporary bridge near Aynor.

Routes Nos. 2 and 41. Cheraw-Darlington-Florence-Kingstree-Moncks Corner-Charleston. Cheraw to Society Hill under construction generally fair but rough in places. Society Hill to Darlington to Florence to Effingham to New Hope good. New Hope to Cowards rough but passable. Cowards to Lake City to Kingstree to Santee River fair to good. Santee River to Bonneau fair. Bonneau to Goose Creek good. Goose Creek to Charleston paved.

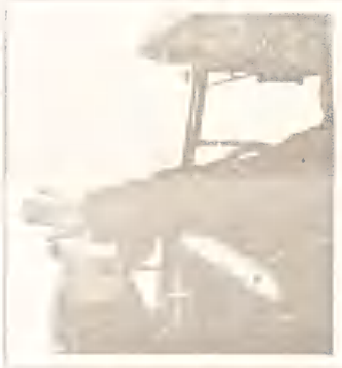
Routes Nos. 33, 1 and 30. Orangeburg-Bamberg-Fairfax-Hampton-Yemassee and Beaufort. Orangeburg to Bamberg to Fairfax good to excellent. Fairfax to Brunson rough. Brunson to Almeda to Yemassee good. Yemassee to Beaufort excellent gravel road.

Routes Nos. 1 and 39. Fairfax-Allendale-Barnwell-Springfield-Monetta. Fairfax to Barnwell to Blackville good. (Traffic towards Aiken use Route No. 37 from Barnwell to Elko good.) Blackville to Springfield good except few miles at Edisto River rough but passable. Springfield to Monetta good except few miles near Monetta, fair.

Routes Nos. 9 and 92. Dillon to Spartanburg. Dillon to Bennettsville very good except few miles near Hebron fair. Bennettsville to Cheraw very good. Cheraw to Pageland good. Pageland to Lynches River mostly unimproved but fair. Lynches River bridge and approaches good. Lynches River to Primus unimproved but fair. Primus to Lancaster good. Lancaster to Fort Lawn fair to good. Ferry over Catawba River. Fort Lawn to Chester to Lockhard to Jonesville to Spartanburg good.

FIVE SIMPLE ACCIDENT PREVENTATIVES

To see the fender of a nice new car smashed---To even see accidents of serious nature occur because of a lack of a simple signal becomes more regrettable since it could have been avoided

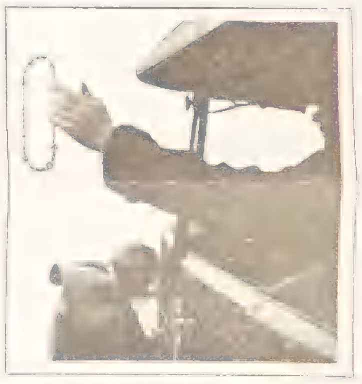


BACK UP—First look back to see if the way is clear. Then extend arm with palm of hand to the rear and motion backward

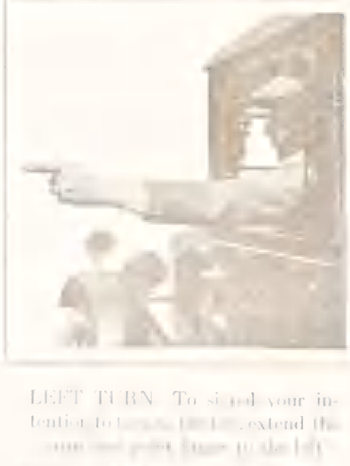
STUDY THESE RULES

¶ *ORIGINATED by Dr. John R. Harris, traffic expert for Colliers', the rules here pictured represent the most simple and easily remembered ideas for telling the man following what you are thinking about. If every motorist who receives the Carolina Motorist this month will adopt this set of simple plans, accidents will be reduced to a minimum. Put this sheet in the pocket of your car and study it at your leisure. If you can improve on these, write us your ideas. We welcome the sympathy and co-operation of motorists in our endeavors to be of service to motordom.*

CwR



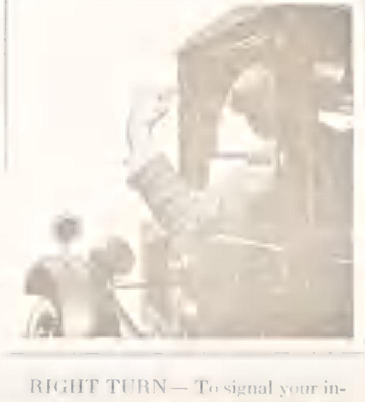
TURN AROUND—To signal your intention to turn completely around, circle arm and hand three times backward



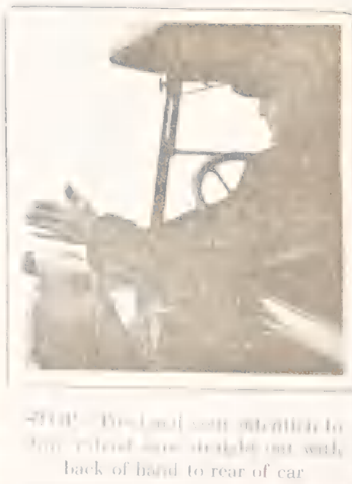
LEFT TURN—To signal your intention to turn to the left, extend the arm and point finger to the left

¶ *[illegible] you—He will appreciate a signal that he can depend upon indicating just what you intend to do—*

Study These Five Simple Rules



RIGHT TURN—To signal your intention to turn to the right, flex the left arm upward at the elbow and point the first finger to the right

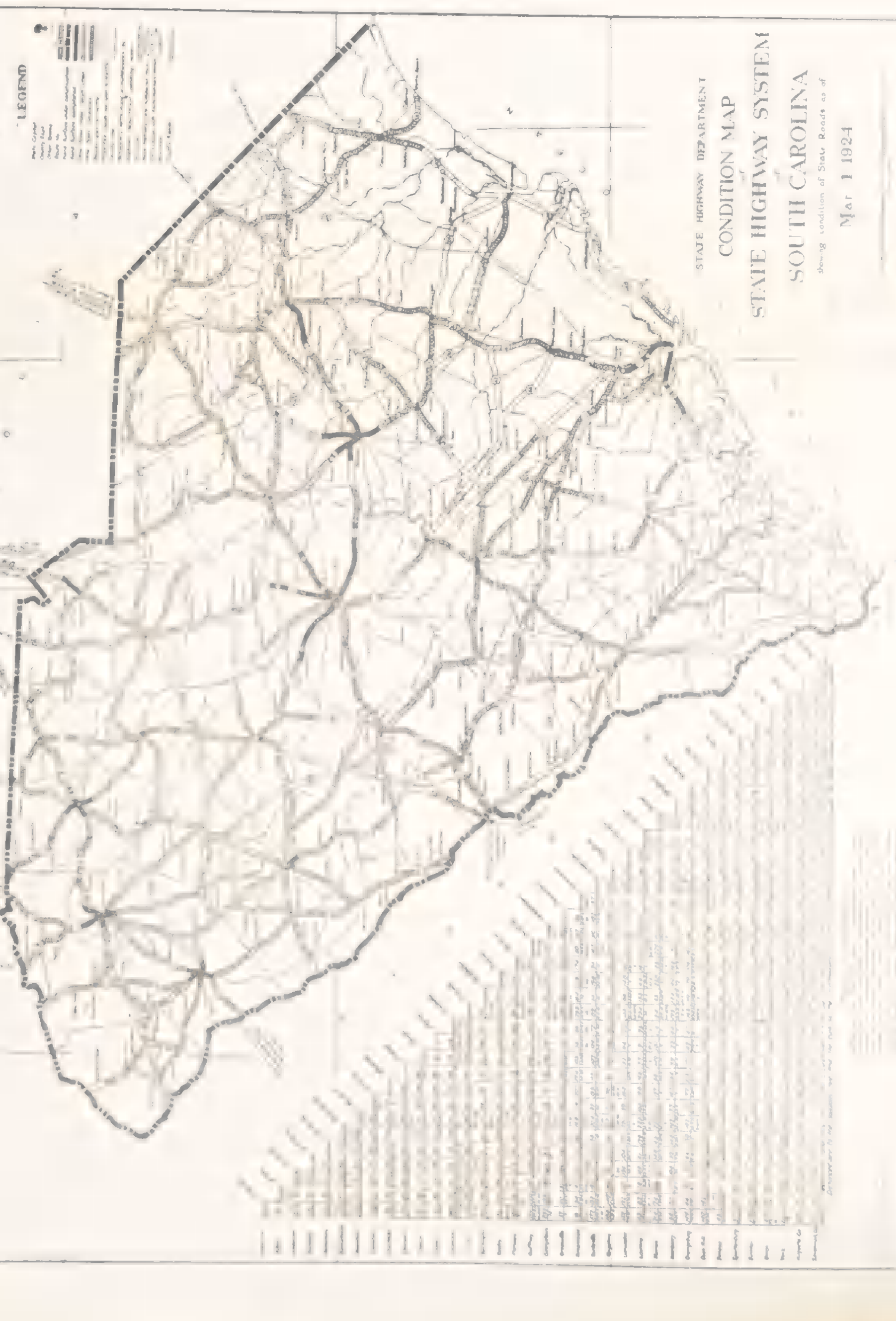


STOP—To signal your intention to stop, extend arm straight out with back of hand to rear of car

¶ *You have said "What is that fool in front going to do?" And at the same time the man following you may have been saying the same thing!*

Signal Your Mind to the Rear

(SUPPLEMENT TO THE SEPTEMBER, 1924 CAROLINA MOTORIST)



OFFICIAL GARAGES

(Town, Name, Hours for Service, Phones—Day and Night, in order.)

Advance—Riverside Motor Co.—(Winston to Mocksville Hwy. No. 65) Phone Clements Ex.
Albermarle—Auten-Wolft Motor Co.—All Hours—126-126.
Asheboro—Highway Service Station—All Hours—142-27.
Asheboro—Asheboro Motor Co.—7 A. M.-8 P. M.—175.
Asheville—Weaver Motor Co.—8 A. M.-7 P. M.—2211-840-L-3.
Asheville—Cazel Auto Service Co.—12 A. M.-12 P. M.—358-358.
Bailey—Auto Service Co.—7 A. M.-9 P. M.—10-1-10-2.
Biltmore—Gould Motor Co.—All Hours—1408-W.
Black Creek—Aycock Auto Co.—4003.
Blowing Rock—Service Garage—All Hours.
Brevard—McCrary Motor Co.—6 A. M.-12 P. M.—198.
Bryson City—Sandidge Motor Co.—All Hours—82-2.
Burlington—C. P. K. Motor Co.—7. A. M.-8 P. M.—825.
Burlington—Cobb Motor Co.—6 A. M.-12 P. M.—Day 729, Night after ten 605-J.
Cary—Wilkinson Garage—7 A. M.-7 P. M.—Cary Central.
Colfax—No. 60—Stafford Bros. Garage—7 A. M.-8 P. M.—(Phone Stack Bros. Store)
Conover—Conover Motor Co.—7 A. M.-8 P. M.—301-J.
Chadbourn—D. R. Connors Garage—7 A. M.-6 P. M.—2 Rings; 3 Rings.
Charlotte—Rust Motor Co.—7:30 A. M.-6 P. M.—218 (Studebaker service only.)
Charlotte—Bradshaw Auto Service Co.—Never Close—1653-1653.
Clayton—Berts Filling Station—6 A. M.-10 P. M.—483-270-354.
Clinton—Henry Vann—6 A. M.-12 P. M.—155-206.
Concord—Cabarrus Motor Co.—6 A. M.-11 P. M.—400-132-L.
Danville, Va.—Lovetown Motor Co.—(Automotive Service Corp.)—7 A. M.-7 P. M.—45-F-1.
Denton—R. A. Allen—7 A. M.-7 P. M.—Day 60, Night 69.
Dillon, S. C.—Anderson & Covington Garage—7 A. M.-12 P. M.—54.
Draper, N. C.—Auto Repair Co.—7 A. M.-9 P. M.
Durham—Durham Motor Car Co.—7 A. M.-9 P. M.—410.
Durham—Harris Filling Station—6:30 A. M.-11 P. M.—635-635.
Elizabeth City—Auto Gas Engine Works, Inc.—(Ford and Lincoln service only)—7:30 A. M.-5:30 P. M.—233-326.
Elm City—Braswell Motor Car Co.—All Hours—237.
Fairmont—Webster Motor Co.—7 A. M.-8 P. M.—39-24-28.
Fallston—Smith's Service Garage—6 A. M.-9 A. M.
Farmsville—Pollard Auto Co.—7 A. M.-6 P. M.—747-87.
Fayetteville—Universal Garage Co.—7:30 A. M.-6:30 P. M.
Fayetteville—Lewis Motor Co.—All Hours—1082. (Dodge service only.)
Fayetteville—J. & N. Motor Co.—7 A. M.-6 P. M.—75-75.
Fayetteville—Shuler-Morgan Motor Co.—7 A. M.-6 P. M.—582-905L-835L.
Fayetteville—M. Neill Motor Co.—7 A. M.-6 P. M.—878-878.
Fayetteville—Simmons Auto Co.—All Time—1126-1126.
Franklin—Porter Motor Co.—7 A. M.-9 P. M.—45-45.
Franklinville—Franklinville Motor Co.—All Hours—95-95.
Gaffney, S. C.—Cherokee Garage—All Time—155-335.
Gastonia—Red Lion Service Co.—7 A. M.-10 P. M.
Gastonia—Craig Chevrolet Co.—7 A. M.-7 P. M.—918-918.
Gastonia—East Airline Filling Station—7 A. M.-9 P. M.—1036.
Gastonia—A. G. Roach—7 A. M.-7 P. M.—591.
Gastonia—Klutz Auto Shop—7 A. M.-6 P. M.—367-J-367-L.
Gastonia—West End Filling Station—6 A. M.-9:30 P. M.—155-M.
Gastonia—Lowell Garage.
Gastonia—Plylers Garage—7:30 A. M.-9 P. M.
Gastonia—Wilson-Lancaster—7 A. M.-6 P. M.
Gastonia—Morton & Patterson—6 A. M.-12 P. M.—474L-474L.
Gastonia—Hicks-Lambeth Motor Co.
Goldsboro—Harris Motor Co.—7 A. M.-10 P. M.—838-482.
Goldsboro—Standard Motor Co.—7 A. M.-6 P. M.—872. Lincoln-Fords only.
Greensboro—Boren & Swaim Service Stations (Gasoline and oil service only)—7 A. M.—10 P. M.—51.
Greensboro—Guilford Motor Car Co.—7 A. M.-12 P. M. for storage—8 A. M.-6:30 P. M.—166-166. (Franklin and Nash service only.)
Greensboro—Mebane-Rossell-Cress, Inc.—Dodge service only)—7:30 A. M.-6 P. M.—2351-2351.
Greensboro—Thos. C. Hunt, Inc.—8 A. M.-6 P. M.—260-227-J. (Packard service only.)
Greensboro—Winder Oil Co.—6 A. M.-12:30 P. M.—2605-2605.
Greensboro—Armfield Motor Co.—All Hours—1918.
Greensboro—Asheboro Street Garage—6:30 A. M.-10:30 P. M.
Greensboro—Dixie Sales Co.—7 A. M.-6 P. M.—1123.—(Ignition Service).
Greenville, N. C.—Sugg Motor Co.—7:30 A. M.-9 P. M.—429.
Hamlet—Seaboard Filling Station—7 A. M.-10 P. M.—143.
Henderson—Landis Motor Co.—7 A. M.-6 P. M.—654.
Hickory—Hickory Auto Corporation.—6 A. M.-11 P. M.—405-24.
High Point—White Way Motor Co.—7:30 A. M.-10 P. M.—393.
High Point—Sheraton Garage—All Hours, Close Sunday 9:30-1 P. M.—2485-2485. (Open for Road Service 7 A. M.-6 P. M.)
Hillsboro—Orange Motor Co.—7 A. M.-6:30 P. M.—98-110.
Jamestown—Jamestown Motor Co.—7 A. M.-10 P. M.—5321-5321.
Kannapolis—R. M. Housel Garage—6:30 A. M.-9 P. M.—33-133-150.
Kings Mountain—Kings Mt. Motor Co.—7 A. M.-6 P. M.—193-2[illegible]
Kinston—Kinston Garage, Inc.—6:30 A. M.-10:30 P. M.—414.
Laurel Hill—Pate Overland Co.—7 A. M.-6 P. M.—3911-3905.
La Grange—Spence Auto Co.—7 A. M.-6 P. M.—246.
Laurenburg—McNair Automotive Co.—7 A. M.-6 P. M.—303.
Laurinburg—Billies Midway Service Station—All Hours—47.
Leaksville, N. C.—Leaksville Motor Co.—7 A. M.-12 P. M.
Leaksville—Jones Motor Co.—7 A. M.-6 P. M.
Leaksville—Hampton Motor Co.—6 A. M.-10 P. M.
Lexington—Gray Motor Co.—All Hours—353.
Liberty—Smith Motor Co.—7 A. M.-6 P. M.—75.
Lillington—Lanier Filling Station—All Hours—70
Lincolnton—Hinson's Garage—7 A. M.-10 P. M.—291-296.
Louisburg—Beck's Garage—7:30 A. M.-11:30 P. M.—311-46.
Lumberton—Townsend Motor Co.—7 A. M.-6 P. M.—196-164.
Lumberton—Buddys' Service Station—217-J.
Maxton—Wilbarn Service Co.—7 A. M.-9 P. M.—215.
Mebane—James Warren Motor Co.—9 A. M.-6 P. M.—100-100.
Mebane—Elkins Motor Co.—7 A. M.-6 P. M.—134-91.
Mebane—Mebane Auto Co.—6 A. M.-9 P. M.—97-97.
Mocksville—Sanford Motor Co.—7 A. M.-10 P. M.-77.
Monroe—Monroe Motor Co.—7 A. M.-7 P. M.—599
Monroe—Secrest Motor Co.—7 A. M.-6 P. M.—310.
Morehead City—Service Garage—7 A. M.-6 P. M.—1-J-10-J
Morehead City—Morehead City Garage—6 A. M.-6 P. M.—100-122-J.
Morganton—Erwin Bolton Motor Co.—7 A. M.-6 P. M.—112.
Morrisville—Brady Motor Co.—7 A. M.-[illegible] P. M.
Mt. Olive—J. L. Hatchers Garage—7:30 A. M.-10 P. M.—32-133.
Mount Holly—K. & S. Filling Station—All Hours—433-433.
Mt. Airy—General Motor Co.—6 A. M.-6 P. M.—42.
McAdenville—McAdenville Garage—7 A. M.-9 P. M.—2402-2402.
Nashville—W[illegible]ess Motor Co.—6 A. M.-10 P. M.—68-96-J.
New Bern—W[illegible] Motor Co.—7 A. M.-8 P. M.—287-79[illegible]
New Bern—Service Motor Corp.—7 A. M.-12 P. M.—600-[illegible]
Newton, N. C.—City Service Station—7 A. M.-9 P. M.—197-141.
North Wilkesboro—W. W. Call Motor Co.—7 A. M.-6 P. M.—238.
Oxford—Crenshaw Motor Co.—7 A. M.-6 P. M.—1635.
Oxford—Granville Motor Co.—6:45 A. M.-6 P. M.—90-1R.
Pinnacle—Pinnacle Motor Co.—7 A. M.-10 P. M.
Raeford—Auto Inn—7 A. M.-10 P. M.—248-248.
Randleman—Randleman Motor Co.—7 A. M.-7 P. M.—97-85.
Ranlo—Ranlo Service Station—6 A. M.-10 P. M.
Roanoke Rapids—Joyner Motor Co.—7 A. M.-6 P. M.—226.
Rockingham—Jenkins Buick Garage—7 A. M.-11:15 P. M.—341.
Raleigh—Motor Service Co.—6 A. M.-10 P. M.—777.
Reidsville—Square Motor Co.—7 A. M.-6 P. M.—357.
Rock Hill—Oakland Ave. Filling Station—7 A. M.-10 P. M.—331-475-W.
Rock Hill, S. C.—Roddey Reid Federal Co.—All Hours—263-383.
Rocky Mount—Edwards Cutchin Motor Co.—All Hours—362-362.
Roseboro—Underwood Motor Co.—6 A. M.-6 P. M.[illegible]
Rutherfordton—Tates Garage—7 A. M.-7 P. M.[illegible]
Salisbury—Motor Tire & Service Co.—7 A. M.-10 P. M.—456-W.
Sanford—Hanner Motor Co.—[illegible] A. M.-6 P. M.—200.
Sanford—Perry's Garage—[illegible] P. M.—400-40[illegible]
Sanford—Green Top Filling Station—7 A. M.-6 P. [illegible] Oil & Tire Service Only).
Sanford—Jim's Service Station—[illegible]
Shelby—Thompson Motor Co.—A[illegible]
Shelby—Kings Filling Station—A[illegible]
Snow Hill—Moye Motor Co.—6 A. M.-10 P. [illegible]
Smithfield—Sanders Motor Co.—6 A. M.-11 [illegible] 168-7406.
Southern Pines—Davis Motor Co.—7 A. M.-[illegible] M.
Southern Pines—Federal Service Station—7 [illegible] M.-12 P. M.—308.
Spartanburg, S. C.—Magnolia Oil Co.—6:30 A. M.-12 P. M.—1486-1486
Spindale—Spindale Motor Co.—7 A. M.-[illegible]:30 P. M.—7[illegible]
Spray, N. C.—Spray Motor Co.—7 A. M.-[illegible]0 P. M.—297
Star, N. C.—Seward Garage—7 A. M.-6 [illegible] M.
Statesville—Yount Motor Co.—7 A. M.-8 P. M.—41.
Sylva—J. S. Higdon's Garage—7 [illegible] P. M.—1[illegible]
Tarboro—Corbett Bros. Garage—7 [illegible] P. M.—49[illegible]
Thomasville—Motor Service Co.—7 A. M.-9 P. M.—368.
Thomasville, Route No. [illegible]—Bob's Garage—6 A. M.-[illegible] P. M.—5228.
Wadesboro—McRae S[illegible] Station—7 [illegible]
Wagram—Auto Inn—7 [illegible] P. M.
Wallace—Wallace Motor Co.—[illegible] A. M.-8 [illegible]
Warsaw—Thomas Motor Co.—7 A. M.-6 [illegible]
Warsaw—Motor Se[illegible] A. M.-7 [illegible]
Warrenton—Roy [illegible] A. M. [illegible]
Waynesville—S[illegible] M. [illegible]
Washington—Claude L. Carrow [illegible]
Weldon—Bounds Motor Co.—7 [illegible]
Wilmington—MacMillan & Cameron—[illegible]
Wilmington—McM[illegible] & Marshburn—7 [illegible] M.—52-1417-L2
[illegible]ing Station—All H[illegible]
Wilson—W[illegible]uto Co.—7 A. [illegible]
Winterville—A. G. Cox Mfg. Co.—[illegible]
Winston-Salem—Flynt Service Station—All Ho[illegible] oil and tire service only.)
[illegible]ton-Salem—Ideal Motor & Equipment Co. [illegible] 103-107
[illegible]amston—B. R. Barnhill Garage—7 A. M.-7 [illegible] 158.

APPROVED SERVICE STATIONS

Asheville—Broadway Auto Service Station—No Road Service.
[illegible]e—Haywood Filling Station—No Road Service.
[illegible]e—(Cha[illegible] St. Station)—Mutual Oil Co.
[illegible]
[illegible]
[illegible]
Greensboro—[illegible]
High Point—[illegible]
Kinston—L[illegible]
West Asheville—Mutual [illegible]
Fayetteville—Quick Flash Ser[illegible]
[illegible]igh—Sir Walter Service Station.
Salisbury—Saisbury Motor Co.

APPROVED BATTERY STATIONS

Greensboro—Greensboro Battery Station—7 A. M.-6:30 P. M.—1577-359L2.

APPROVED ELECTRICAL STATIONS

Greensboro—Dixie Sales Co.—7 A. M.-6 P. M.—1123.

APPROVED AUTO LAUNDRY

[illegible] Suits-Me Auto Laundry—Corner Davie and Gaston Streets.

OFFICIAL CAFES

[illegible]	New York Cafe
[illegible]	Cafe De Luxe
[illegible]	Raleigh Cafe
[illegible] N. C.	New York Cafe
[illegible]	Loray Cafeteria
[illegible]	Guilford Double Service
[illegible] C.	Sanitary Cafe
[illegible]	Princess Cafe
[illegible]	European Cafe
Winston-Salem, N. C.	Princess Cafe

OFFICIAL INFORMATION STATIONS

[illegible] N. C.	Central Hotel
[illegible]	Mayview Manor
[illegible]k, N. C.	Mountain View Inn
[illegible]	Malbourne Hotel
[illegible]	Frank T. Smith, Druggist
[illegible]	Pitt County Chamber of Commerce
[illegible]	City Pharmacy
[illegible]	Kennon Hotel
[illegible]	Vance Hotel
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	The Southern Assembly
[illegible]	Chamber of Commerce
[illegible]	[illegible] Inn
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible] Hotel
[illegible]	[illegible] Bland
[illegible]	[illegible]gh Hotel
[illegible]	[illegible]
[illegible]	Cleveland Spring Hotel
[illegible]	Southern Pines Chamber of Commerce
[illegible]	Hotel Louise
[illegible]	Alexander Drug Store

BRANCH OFFICES

[illegible] C., Auten-Wolf Motor Co.
[illegible] 21 Market St., Telephone 4417.
[illegible] CPK Motor Co.
[illegible] S. Tyron St., Telephone 1872.
[illegible] Chapel Hill St.
[illegible] N. C., Acme Machine Co.
[illegible] Street.
[illegible]n St.
[illegible] Telephone 1096.
[illegible] Fourth St., Telephone 158.
[illegible] Main. St., Telephone 654.
[illegible] White Way Motor Co.
[illegible] Bank of Onslow.
[illegible] N. Queen St., Telephone.
[illegible]
[illegible]in Street.
[illegible] City Hall
[illegible] Motor Co.
[illegible] N. Sterling St.
[illegible] Craven St.
[illegible] C., Ninth St., Phone 76.
[illegible] Pinehurst Garage.
[illegible] N. C., Joyner Motor Co.
[illegible] Jenkins Buick Co.
[illegible] S. Washington St., Telephone 362.
[illegible] Innez St.
[illegible]ber of Commerce.
[illegible]dge Motor Co.
[illegible]11 W. Broa[illegible] St., Telephone 41.
[illegible]ee W. A. Hart.
[illegible] Motor Service Co.
[illegible] N. C. Carrow Motor Co.
[illegible] N. C. [illegible]ft Motor Co., Telephone 176.
[illegible] Market St.
[illegible] Welfa[illegible] Auto Co.
[illegible] N. C., 228 N. Main St., Telephone 3271.

INSTRUCTIONS TO MEMBERS

Do not fail to carry your membership card. No service will be given unless you have it with you when asking for aid. When you require Emergency Service, telephone nearest Official Garage listed.

Furnish the Official Garage with the information which is on your membership card.

Our nearest Official Garage will immediately send a mechanic to you and he will either start your car in thirty minutes so you can proceed under your own power or will tow you to our nearest Official Service Station, without expense to you.

If you wish your car towed to any other than our nearest Service Station you must bear the expense after leaving said station.

The Club is not in the repair business. We only render Emergency Service and agree to do one of two things: Start you under your own power or tow your car to safety. We do not supply parts or accessories of any kind.

If your car is wrecked or disabled so it cannot operate under its own power; if there are broken parts or mechanical defects that cannot be repaired at the roadside within a half hour, our Service man will immediately tow your car to our nearest service station. When it arrives there, our responsibility ceases and you are at liberty to have your car repaired by whomsoever you wish.

In case of a puncture, our Service man will change your tires for you if you have a spare one, or he will put in a spare inner tube and inflate it. In no event will they repair punctures except at the expense of the member.

If the car can operate under its own power without damage to itself, you are not entitled to our service. You must take it to a garage and arrange for its repair at your own expense.

Free Emergency Road Service is rendered to a distance of ten (10) miles only, and a limit of thirty (30) minutes free work after reaching the car. Distance and time in excess will be paid for by the member.

Should you require gasoline, our Service men will bring you one gallon to enable you to proceed to a gas station. The member pays for the gas, the service being free.

As the name indicates, this is EMERGENCY ROAD SERVICE and no service of any kind will be rendered in a private or public garage.

The Club requests that you do not tip our Service men as they are paid by us in every case commensurate with service rendered.

In the case of a wreck where the car is insured, the member must pay the Service Garage for the tow as the insurance company will reimburse him for this.

Official Service Garages

All Service Stations used by the Club in rendering you aid are under a bond to the Club guaranteeing to our members preferred service. We will appreciate information and will carefully investigate any lack of service on the part of our Official Service Garages or discourtesy on the part of their employees.

APPROVED HOTELS

Asheville, N. C.	Margo Terrace Hotel
[illegible] N. C.	Battery Park Hotel
[illegible] N. C.	Langren Hotel
[illegible] N. C.	George Vanderbilt
[illegible] N. C.	Selwyn Hotel
[illegible]	Burton Hotel
[illegible]	Gettys Hotel
Danville, [illegible]	Leeland Hotel
Henderson[illegible]	The Carson
Henderson[illegible]	Kanuga Lake Inn
Lexington, N. C.	Hotel Marsh
Lincolnton, N. C.	Lincoln Lithia Inn
[illegible]	Hotel Sir Walter
[illegible]	Belvedere Hotel
[illegible]	Yadkin Hotel
[illegible] N. [illegible]	Vance Hotel

The Emblem of
SERVICE

ON THE RADIATOR OF Your Car represents an organization that is continually working to make conditions better for the motorist in the Carolinas.

IF YOU DO NOT OWN ONE, GET IT NOW

The Mark of Autocharacter

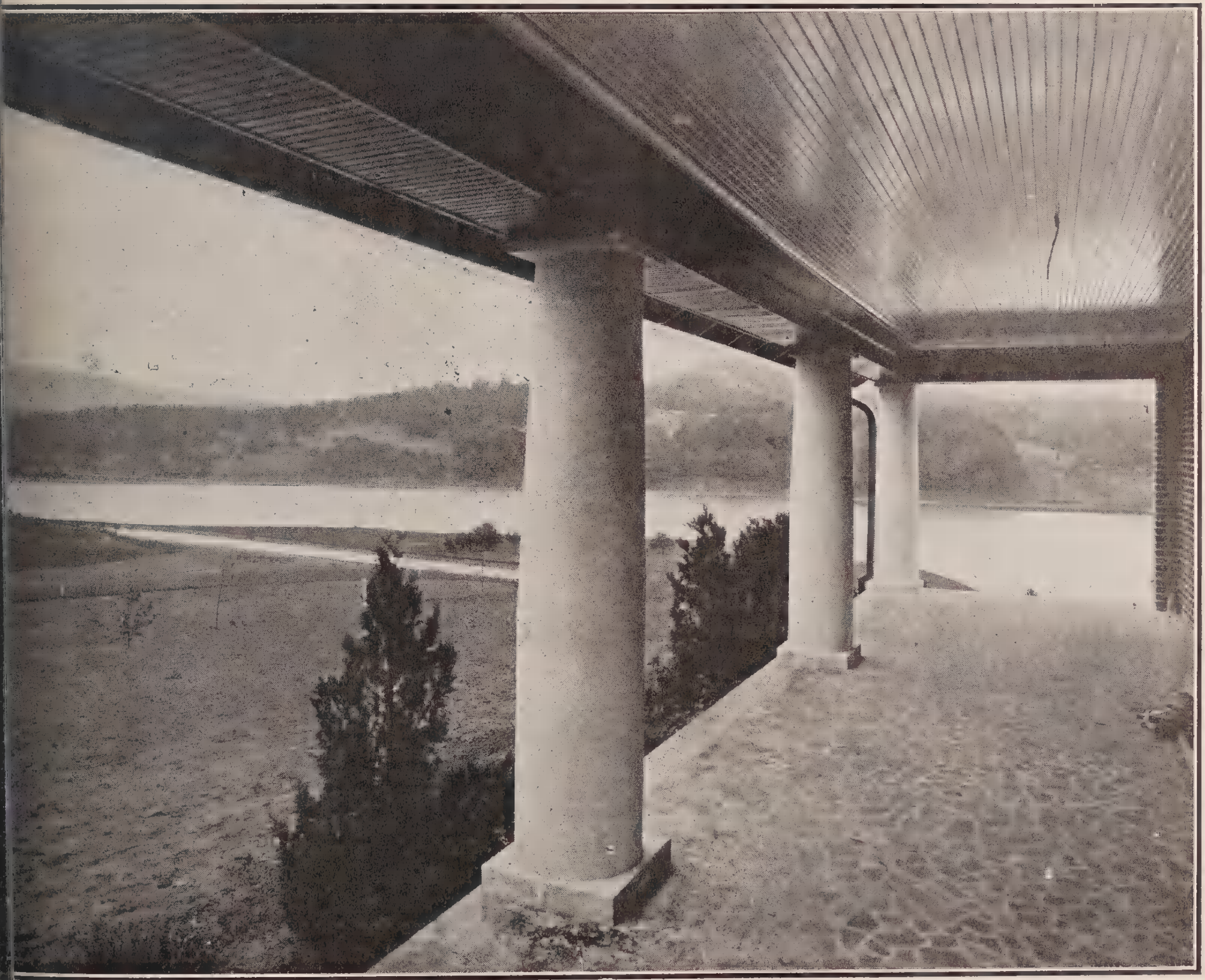
The Carolina Motor Club
Headquarters: Greensboro, N. C.

ENJOY YOUR VACATION

BEAVER LAKE is a mile long with a shore line of two and a half miles and a depth of from three to forty feet, affording delightful motor boating, canoeing and rowing. The Persian Pool covers nearly an acre and is from 18 inches to 18 feet deep, with sand beach, bath houses, beach umbrellas and seats.

These are the central features of Lake View Park, Asheville's Premier Suburb, on the Dixie Highway, ten minutes from the business center by motor. This superb development comprises 2,000 acres and already more than half a million dollars has been expended on improvements and beautification.

Write us for beautifully illuminated literature on Asheville and Lake View Park and beautiful Beaver Lake.



Superb View from Porches in Lake View Park.

WILLIAM I. PHILLIPS ORGANIZATION, Selling Agents

neral Offices—23 Patton Avenue

Asheville, North Carolina

Where the Editor Parks

The Carolina Motorist is the Official Organ of the Carolina Motor Club, With General Offices in Greensboro, N. C., and C. W. Roberts is Editor and Manager

Vol. II. No. 11
September, 1924

Two Dollars the Year

Twenty Cents the Copy

Jessie James has been succeeded by the country constable.

A road hog roots up macadam with his nose.—The Automobiler.

'Member when the accelerator used to be a buggy whip?—Illinois Motorist.

The most influential post in the dry enforcement squad seems to be the post-mortem.

Our roads are wide and smooth, but some drivers are narrow and rough.—The Automobiler.

It appears that what we were assured was John Barleycorn's death-rattle was, in fact a gurgle.

Motoring makes the addage "Eternal vigilance is the price of safety" more than ever applicable.

Your grandfather lived to be ninety because he had sense and so did his horse.—The Automobiler.

'S funny how a car that will do seventy-five on the open road won't go over thirty when its owner gets into court.

We advocate the use, by some officers, of blind-bridles for fleecing motorists. It would be humane, at least.

That indefinable thing we call charm is what enables a girl to violate the traffic rules day after day with absolute impunity.

There are 5280 feet in a mile, unless it happens to be on a detour, in which case it has approximately 23,765 feet.—Ohio Motorist.

Careful reading of the news events of the day would seem to indicate that there are two kinds of likker, pre-war and post-mortem.—Detroit News.

There was a time when pioneers detoured in various weathers, the detour signs wore paint in smears—and and aso many feathers.

—Detroit Motor News.

The longest detour in the United States—72 miles—is in Pennsylvania. We are glad to have this information for ammunition in our next argument with a native of the Keystone state.

AUTOMOBILE LEGISLATION

The Editorial department of the Motorist is indebtea to Mr. Leo F. Foster of the Martin Farms, Inc., for some interesting figures which indicate an extreme lack of intelligent automobile operation on the part of the owners of today. It also portrays the importance of constructive legislation which the Carolina Motor Club has advocated and will continue to urge on the legislature of North Carolina.

Mr. Foster drove 24 miles, between Belmont and Gastonia and back, met 117 automobiles and reports the following: 27 had but one head light, 32 had no rear light, 11 were parked on the highway, only one showing a light, met 19 showing glaring head-lights, but one of which dimmed when the courtesy was extended by Mr. Foster; 6 horse or mule drven vehicles, none of which displayed lights, were passed. Was passed twice by folks going in the same direction at the rate of from 45 to 50 miles per hour.

He closes the interesting letter by stating: "Of the list of motor laws published and advocated by the club the most necessary, in my opinion are: 'All vehicles must show lights visible from both direction, front asd rear' and that 'All automobiles must show two—no more—lights and one rear light.'"

It is the opinion of motorists, made known in this manner, that lays out the course to be traveled by the by the Carolina Motor Club in legislation, as in all public work.

THE SPEED-TRAP PROPOSITION

In attacking the institution known as "speed-traps," the Carolina Motor Club does not wish to take the position that it is in any way opposing the just enforcement of the law. The club is not attacking the town or county in which such trap is located, but is calling to the attention of those who are in authority the practice of unjust and illegal extortion. The inducements offered by North Carolina resorts to obtain tourists, as well as the huge expenditures for good roads for them to ride upon are not consistant with a people who will permit ignorant and superstitious constables to wage a mail order war on motorists and the touring public.

The Carolina Motor Club will continue, in every possible manner, to give publicity to the fact that "speed-traps" exist in North Carolina and where, until the folks who believe in moderation and fairness in these localities assert themselves. Such assertion must do away with the traps. When publicity is given to that type ot thing it will not be intended that the town shall suffer, but will be a drastic step to awaken the local folks to what their officers are perpetrating.

LEGISLATIVE ACTION

North Carolina Motorists have been favored by the special session of the Legislature. Several bills were placed upon the statute books of the Old North State which are destined to make more pleasant the business and pleasure of motoring. Bills were introduced, as is always the case, which had no place in the session called for another specific purpose; yet, these laws and regulations are none the less acceptable to motorists and will redound advantageously throughout the years to come.

The legislature performed an important task. It has been making history as well as the law. The port bill, the railroad act were, among other things, seriously contemplated and furiously debated. The bus folks will be benefited by the investigation of their proposed bill regulating bus traffic; the other matters pertaining to motorists and motordom were brought flatly to the attention of legislators who dispatched them trully in accord with the will of the people they serve.

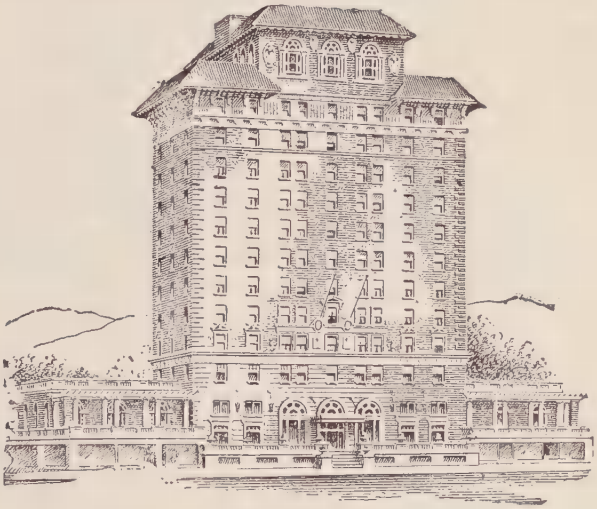
While the great majority of the items directly affecting motor travel in North Carolina are reproduced in full elsewhere in this issue of the Carolina Motorist, it is the editorial priviledge to make comment. The stop-law, originally placed on the on the statute books of this state to render grade-crossing accidents less frequent, was found a bit radical in its operation and motorists are now required to stop only at crossings where there are more than three trains daily. A bill prohibiting the truck-driver from hogging the road—a monstrosity motoring has been 'heir to'—has been passed. And property owners who plant shrubs and trees on the highways are protected in the arm of the law. A very important bill which further provides for the beautification of our highways is the anti-bill posting act which has become a law. It is now absolutely prohibited to post signs without direct permission. It is now a misdemeanor for a car owner to use on his car the emblem of any order, organization or lodge of which he is not a member in good standing. This law applies to the emblem of the Carolina Motor Club.

If you have failed to follow the activities of the North Carolina legislature in special session and its work on behalf of the motorists of this state, it would be well for you to read the story reproduced herein regarding the new laws.

HOLD-UPS ON THE HIGHWAYS

Hege wiggled out of the Yadkinville affair, and another wiggled into his most uncomfortable position. But all three of these dry agents have been indicted by the grand jury and the man who shot up the car of H. O. Carpenter will find that he exceeded his authority. We are not through with this case yet. The motorists of the Carolinas demand that something be done and most of them have turned to us to do it. As in many other instances, the Carolina Motor Club will protect the interests of car owners and we intend to ascertain whether highwaymen, dry agents or what not have the right to stop motorists at anytime, day or night, on the highways of North Carolina. We are in the fight until it is over and when that time comes, the motorist will know whether he is a free-agent or whether he is subject to detention by whoever imagines he has something to stop him for.

CWR



Tourists and Commercial Travelers Equally Welcome at

BATTERY PARK HOTEL

Asheville, North Carolina

THOSE who journey to Asheville on pleasure bent will find Battery Park Hotel the very hub of all joys and attractions that have made Asheville the mecca of tourists and vacationists. And every facility of entertainment, comfort and convenience, within the hotel itself, has been as highly developed as means and experience can devise.

And those who come purely for business will find equal accommodations and welcome.

Tourists and Commercial Travelers alike, then, are invited to enjoy the specialized hospitality of Battery Park Hotel —in its rich and beautiful new home in the heart of Asheville.

$3 and up on European Plan. $7 and up on American Plan. All rooms with bath. Table d'hote and a la carte restaurant. Popular priced Coffee House under hotel management. Handsome booklet on request.

WILBUR DEVENDORF
Lessee and Manager

Battery Park is a most attractive place for Carolinians for week end outings.

At a lecture, the speaker orated fervently: "He drove straight to his goal. He looked neither to the right nor to the left, but pressed forward, moved by a definite purpose. Neither friend nor foe could delay him, nor turn him from his course. All who crossed his path did so at their own peril. What would you call such a man?"

"A truck driver!" shouted a voice from the audience.—Forbes's Magazine.

They were driving on a country road when they met a farmer with a team of mules. When the mules saw the auto they turned toward it and brayed for all they were worth.

"Relatives of yours?" said the husband.

"By marriage," said the wife.—*Clipped.*

Hogan—"Phwats's become o' Pat?"

Grogan—"The poor fella mistook an auto horn for the noon whistle and stopped work crossing the street."

Redd—"Hear your wife had an accident when she was out in her car yesterday."

Greene—"Oh, it didn't amount to much."

"Neither she nor the car hurt?"

"No, only a little paint knocked off both."

Reck lessdrivers oftre mindus
    We mightcap tureone perchance
Ande parting leavebe hindus
    Boot printson hissun dypants.

—**Oakland County Motorist.**

Mother—"Dorothy, you have disobeyed mother by racing around and making all that noise. Now you shan't have that piece of candy."

Father (entering a few minutes later)—"Why so quiet, little one?"

Dorothy—"I've been fined for speedin.' "—The Dixie Highway.

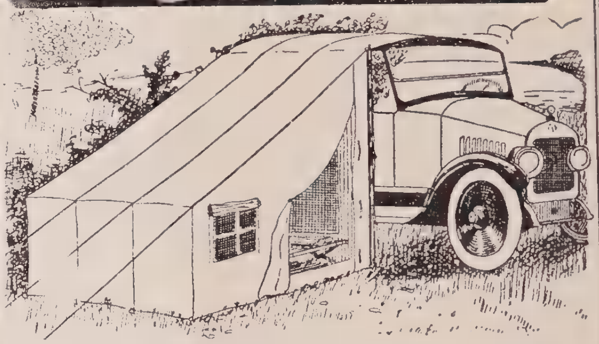
"I followed him for six blocks at fifty miles an hour your honor. He cut two corners, turned four times without signalling, knocked down a traffic stand, crossed four intersections without slowing up, and parked headed the wrong way when he got to the Union Station."

"My mother-in-law was leaving us, your honor, and I only had fifteen minutes to make the train. If she missed it, she was going to stay another week."

"Did she catch the train?"

"Yes sir."

"Every rose has its thorn; $100 or 30 days."—*American Motorist.*



All varieties of camp equipment

"Gold Medal Brand"

THE DIZE AUTO TENT

All materials guaranteed full weight and size.

The only exclusive manufacturers of canvas products in the Carolinas.

DIZE AWNING AND TENT CO.

137 N. Main Street
WINSTON-SALEM, N. C.

W. H. Fisher Company
Incorporated

Printing - Engraving - Designing

Greensboro, N. C.

CAROLINA AUTOMOTIVE TRADE BULLETIN

Published by THE CAROLINA AUTOMOTIVE TRADE ASSOCIATION
Headquarters: 224 East Market Street, Greensboro, North Carolina

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September, 1924 *"For Service and Efficiency in Business"* Number 6

MOTORING IN THE LEGISLATURE

(Continued from Page 5)

press as having become a law, died in committee and did not go on the statute books of North Carolina. Elsewhere in this issue, we have noted that the bill passed, but this statement, after checking, is in error.

Then came the bill which protects orders, associations, clubs, et cetera from illegitimate use of the insigna of such organization. The bill is very explicit:

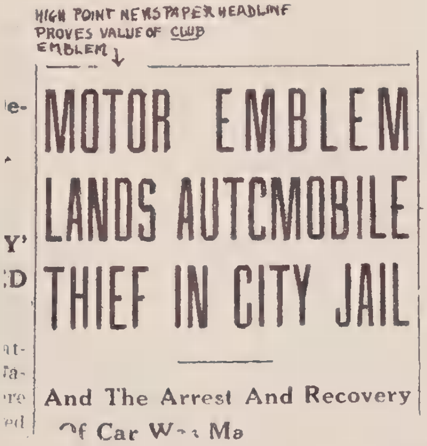
> "Section 1. That it shall be unlawful for any person to display on his motor vehicle, or allow to be displayed on his motor vehicle, any emblem or insignia of any organization, association, club, lodge, order, or fraternity, unless such person be a member of the organization, association, club, lodge, order or fraternity, the emblem or insignia of which is so displayed.
>
> "Section 2. Any person violating the provisions of this act shall be guilty of a misdemeanor and shall be subject to a fine not exceeding $50.00 or imprisonment for a period not exceeding thirty days."

TABULATED REPORT ON CARS SOLD

Thirty-five hundred and six new Fords were titled in North Carolina during the month of July and the next highest number of cars sold was the Dodge. This information is taken from the report on "New Cars Titled in North Carolina" to be issued monhtly to the members of the Carolina Automotive Trade Association. The report takes each of seventeen leading makes of cars through each of the one hundred counties of the state, showing totals both by makes and by counties.

The report is for members of the association only and must not be divulged. A binder will be sent each member for the report series, the first of which will be out shortly. Delay in compilation has made it impossible to get this material to the dealers before this time, but it is expected that this report will be issued promptly and before the fifteenth of each month following date of issue hereafter.

Your association is steadily gaining in membership and new organizations are becoming interested in the work every day. During the past two months considerable favorable comment has been received from various dealers over North Carolina.



HIGH POINT NEWSPAPER HEADLINE
PROVES VALUE OF CLUB
EMBLEM ↓

MOTOR EMBLEM
LANDS AUTCMOBILE
THIEF IN CITY JAIL

And The Arrest And Recovery
Of Car W[illegible] Ma

An emblem saved this car to its owner—An emblem also brought one back from W. Virginia

SOUTH GETS "AUTO SPECIAL"

Officials of the Southern Railway Company have announced the inauguration of another "Automobile Special" to serve the dealers and distributors of the South.

The latest addition is known as the Tennessee-Carolina Automobile Special, and operates regularly between Cincinnati and Asheville, N. C., with automobiles and kindred lines exclusively.

From Asheville the cars, trucks, etc., are distributed to the trade in the Tennessee and Carolina territory. The special from Cincinnati to Atlanta serves the rest of the southeastern trade.

COTTAGES AT BLOWING ROCK

Blowing Rock, naturally beautiful, reaches its zenith in September and October when the mountain slopes blaze forth with the gorgeous coloring of the autumn leaves. The days are just warm enough, with delightfully cool nights. Golf on perfect courses, horseback riding and dancing fill the day's program. Cottages are equipped for housekeeping but meals may be taken at beautiful Mayview Manor.

The trucks that help to make Carolina Motor Club emblems valuable—Service car and mechanical force of the Motor Service Company, Raleigh

"Between We Motorists"

FIRES EASILY STARTED

Your car may have an excellent fire rating but just the same that is no assurance that some careless act of yours in handling a repair job will not result in a fire. All you need have is a short circuit caused by metal contact between one of the electrical terminals and the "ground" (which is any metal part of the car.) This recently happened when a motorist dropped a wrench in such a way that a spark jumped at a point where there was a little puddle of gasoline that had leaked from the carburetor. Another motorist set fire to his car by testing the spark plugs (by the screw-driver method) directly after cleaning the engine with gasoline. On one make of car where the floor boards are edged with an aluminum strip it is an easy matter to get a short by letting one end touch a battery post when removing it. When there's a "short" there's a spark. Fire may be the result. Don't risk it.

TWO-IN-ONE IDEA

Among the many things car owners can do to help prevent having their machines stolen is the trick of leaving the dimmers and tail light on when parking the car at night. In many cities parking lights are not required by ordinance, and under such circumstances whenever a thief sees a car with its lights on he figures that the owner is leaving the machine but a few minutes. In most instances it is a relief to the battery to be able to discharge a little juice for the period of protection. Just a matter of getting two results with one idea.

ACCIDENTS TO PEDESTRIANS

Colorado Springs has attempted to solve the accident-to-pedestrian problem by fining the jay-walker who steps in front of the car. This individual finds, on awaking, that the driver who struck him walks the streets free while he lies 'languishing in prison.' This is a pointed law, and those who are responsible for its establishment believe that it is making folks more cautious. This plan might serve to change the feeling of the public that the driver is always to blame where accidents occur.

MOTORING TO SCHOOL

Alamance county school children will be provided with motorized transportation from every home to the door of the nearest consolidated high school, it was recently announced by Superintendent M. C. Terrell. The automobile has made possible the consolidated school, bringing the college to the farm. Mr. Terrell states that every child of school age in the entire county will be given the opportunity of attending high school.

NORTH CAROLINA'S FEDERAL AID

North Carolina has 3,770 miles of Federal-Aid road, and has received a total of $10,597,004 for this work, according to an announcement from the office of the Secretary of Agriculture. Already have 885 miles been completed, 238 miles are under construction and 68 miles approved for construction. Funds available for new work not as yet designated is $617,407.

FARMERS WANT MORE TAXES

Who said the gas tax was not popular with the man who tills the soil? Farmers attending the 38th annual convention of the Farmers' Alliance at Wilmington August 13th endorsed heartily the good roads and educational program in this state and went so far as to advocate a 2 cent per gallon increase. However, the meeting also recorded itself as being in favor of a reduction by one half of the present automobile license tax.

ONE MILLION FROM GAS TAX

South Carolina's new three cent gas tax amounted to $1,004,730.10 during the first half of 1924. The revenues derived from this tax is divided three ways: one-third to the State Highway Commission, one-third to the county in which collected and one-third to the state government as a portion of its operating expenses. In 1925, the whole of the gas tax will be used by the Highway Department.

Motorists will always find a hearty welcome and prompt service with THAT GOOD GULF GASOLINE and SUPREME AUTO OIL

"At the Sign of the Orange Disc"

GULF REFINING COMPANY

DANVILLE HAS GUEST CARD

The tourist who happens to park wrong, or on a street where there is a time limit, is greeted with this legend, fastened to the steering wheel of his car: "Danville, Virginia Guest Card." The card, issued by the Retail Merchants Association and approved by J. R. Bell, chief of police, goes further to explain: "This card entitles you to park your car as long as you please while in our city. Never mind the time limit, but be reasonable. However, it will be necessary for you to move if requested by the party whose place of business is obstructed. This will not exempt you from arrest for parking in safety zones, near fire hydrants, or in front of Theatre or Hotel entrances or on streets where parking is prohibited. Danville welcomes you and hopes you will return often."

NEW SHORT ROUTE PROPOSED

Organization of an association to boost a new route called the Carolinas-Florida Short Route was completed at Smithfield August 15 by representatives of ten towns along the proposed new route. The route follows State Highway number 40 to Wilson, taking number 22 thence to Fayetteville and number 21 into Lumberton. Number 70 wil be used to the South Carolina line. The meeting, held in Dunn, elected T. C. Young of Smithfield as president and Eugene Lee secretary. The executive committee is to be made up of two men of each of the towns through which the proposed route travels. It is said that this highway will save 175 miles on the route to Florida.

SOUTH CAROLINA'S AUTO ACCIDENTS

Three hundred forty-four automobile accidents occured on the state highways of South Carolina during the first half of 1924, it is reported by the State Highway Commission. The report shows that 34 persons were killed and 77 seriously injured. The following table is interesting:

Cars Colliding With—	
Each other	133
Other vehicles	25
Other objects	13
Cars—	
Overturned	101
Badly damaged	249
Slightly damaged	130
Accidents—	
At grade crossings	12
At road intersections	15
On or at bridges	13
On straight roads	225
On curves	78
On paved roads	54
On unpaved roads	244
At night	168
In daytime	175

Caused by—	
Reckless driving	123
Speeding	88
Liquor	65
Dazzling headlights	25
No lights	11
Poor lights	2
Defects of car	22
Skidding	4
Killed—	
At grade crossings	5
In auto collisions	5
When cars overturned	11
Working on car	1
When car struck bicycle	1
When thrown from cars	2
Pedestrians	6
Miscellaneous	3

ROBERTS ESTABLISHES RECORD IN RECOVERING STOLEN CAR

C. W. Roberts, who is general manager of the Carolina Motor Club, established what is believed to be a new record in this locality when he recovered an automobile stolen from a High Point member of his organization and returned it to its owner within ten minutes after the theft occured. "How's this for service?" asked Mr. Roberts when he turned the stolen car over to its owner. The club, as a part of its services to members, undertakes to assist in the recovery of stolen automobiles.

The car belongs to E. A. Wells, who reported the theft to the police of High Point at 7:30 o'clock. Mr. Roberts who was entering High Point to fill a business engagement, met a car bearing the Club emblem, which was being driven by a negro. After questioning the negro, who said his name was Jess Pethel, the Club Manager had him arrested. At 7:40 the negro was in the lock-up and Roberts was delivering the car to its owner.

An interesting feature of the work of distributing the information of cars stolen, is that of broad-casting. Two of the largest radio stations in the country receive, by telegram the advice that a members car has been stolen and th's intelligence is veritably cast to the four winds. Notices are mailed within one hour to the chiefs of police and sheriffs of every North Carolina town and County, besides to every official garage of the Club. A thief, with this net cast about him, runs very little chance of realizing on his theft. A fifty dollar reward is offered by the Club for the return of the car and prosecution of thief.

It's Not a Home 'till it's Planted

It's only just a house until you have some Roses over the porch, Shrubs for the border, and Shade Trees for the lawn. Let our landscape planners help you. Write us. Also send for our new catalog of ornamentals and fruit trees.

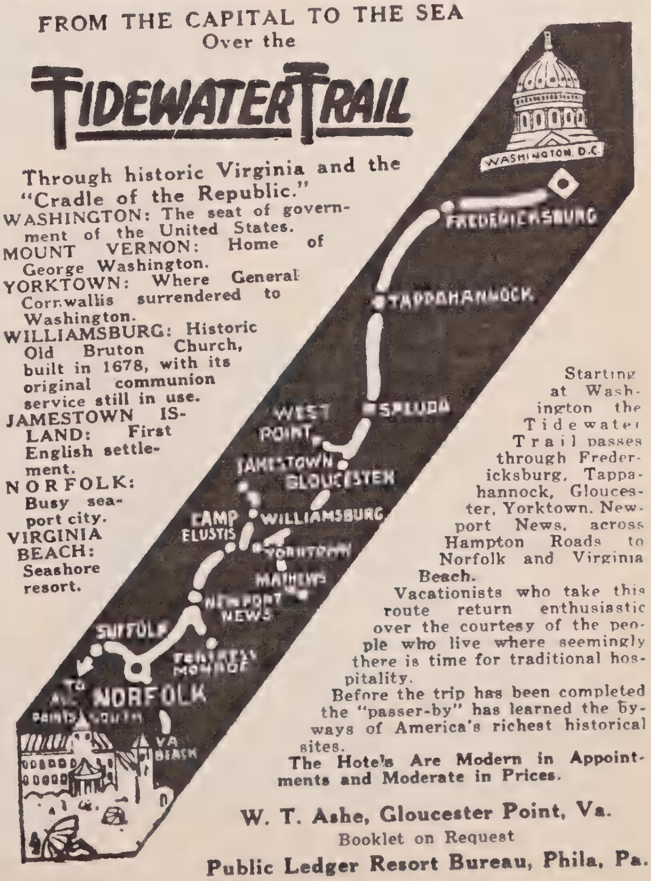
J. VAN. LINDLEY NURSERY CO.
Pomona, North Carolina

MAKE PLEASANT YOUR
MOUNTAIN TRIP--

by stopping in Morganton at

THE CALDWELL

J. H. Gaston, Prop. L. H. Short, Mgr.
60 Rooms, 30 Baths—$3.50 to $4.00, American
43 miles from Blowing Rock, 67 miles from
Asheville 43 miles from Shelby, 90 miles
from Salisbury—on Route 10



FROM THE CAPITAL TO THE SEA
Over the

TIDEWATER TRAIL

Through historic Virginia and the "Cradle of the Republic."

WASHINGTON: The seat of government of the United States.
MOUNT VERNON: Home of George Washington.
YORKTOWN: Where General Cornwallis surrendered to Washington.
WILLIAMSBURG: Historic Old Bruton Church, built in 1678, with its original communion service still in use.
JAMESTOWN ISLAND: First English settlement.
NORFOLK: Busy seaport city.
VIRGINIA BEACH: Seashore resort.

Starting at Washington the Tidewater Trail passes through Fredericksburg, Tappahannock, Gloucester, Yorktown, Newport News, across Hampton Roads to Norfolk and Virginia Beach.

Vacationists who take this route return enthusiastic over the courtesy of the people who live where seemingly there is time for traditional hospitality.

Before the trip has been completed the "passer-by" has learned the byways of America's richest historical sites.

The Hote's Are Modern in Appointments and Moderate in Prices.

W. T. Ashe, Gloucester Point, Va.
Booklet on Request
Public Ledger Resort Bureau, Phila, Pa.

WILMINGTON AND ITS RESORTS

(*Continued from Page* 10)

hundred yards of the water front for the entire distance. This section of highway furnishes a beautiful drive, which lingers in the memory of every autoist.

Every form of amusement such as dancing, boating, fishing, and surf swimming is furnished by these three resorts. Accomodations at Carolina Beach are provided by the Greystone Inn.

At Wilmington Beach a splendid new 60 room brick hotel, The Breakers, has just been finished and registered its first guests June 15th, 1924. This hotel is modern in both appointment and service. It overlooks the ocean and is situated near the water's edge.

History was made at Fort Fisher Beach, the scene of the greatest naval engagement the world had witnesseth prior to the Russian-Japanese war. The Confederate Fort fell early in 1865 and this was shortly followed by Lee's surrender at Appomatox. Historic Fort Fisher is considered the place where the United States became "one and indivisible." The mounds of the old fort constitute a place of great historic interest, the site being visited by thousands of tourists every year.

Another recreational feature which appeals to tourists is a trip down the Cape Fear river from Wilmington to Southport on the steamer Wilmington. This 30 mile ride over a beautiful waterway is the delight of scores of visitors—particularly mothers with their children.

Wilmington is reached by way of five of the major highways of North Carolina. Motorists are increasing in number daily, with the continual linking together of North Carolina's magnificent highway system. The Atlantic Coast and Seaboard Air Line Railways provide excellent passenger service to Wilmington.

The Chamber of Commerce, and the branch office of the Carolina Motor Club are always pleased to be of service to visitors.

o

The office boy rushed into the boss's office with his hat on one side of his head and shouted, "Hey, boss! I want to get off to go to the ball game."

"William," said the boss, "that is no way to ask. Sit here at the desk and I will show you how."

He went from the room and returned with his hat in his hand saying, "Please, Mr. Smith, may I go to the ball game this afternoon?"

"Sure," said Billy; "here is 50 cents for a ticket." —*The Continent* (*Chicago*).

If you've done the things you shouldn't—
Not the good that you could do,
You will suffer as you wouldn't
Had you done what you should do .
All your nerves become unruly,
So they rack you through and through,
And your conscience hurts you truly,
If your dues are overdue.

WANTED---SALESMEN

to obtain members for the Carolina Motor Club. You will find a position with our sales organization to be dignified and renumerative. Our present sales force is composed of men of ability and good character. Only men of good character and marked ability need apply.

Apply to
W. H. Evans
Assistant Manager
224 East Market St.
CAROLINA MOTOR CLUB
Greensboro, N. C.

PLAY GOLF
in Winston-Salem!!!

¶ **Second season of Donald Ross, Perfected 18-hole course, 6,342 yards, located in the unparalleled foothills of the Piedmont Section.— For scenic beauty and a layout that calls for every shot in the bag, hie yourself hither and take a try at par.**

Excellent hotel and Club house facilities. Professional Golfers of the Carolinas have chosen this course for their qualifying round August 22-23 for the National Tournament.

FORSYTH COUNTRY CLUB

Winston-Salem, N. C.
(Good roads here from everywhere)

HOWARD-HICKORY NURSERY

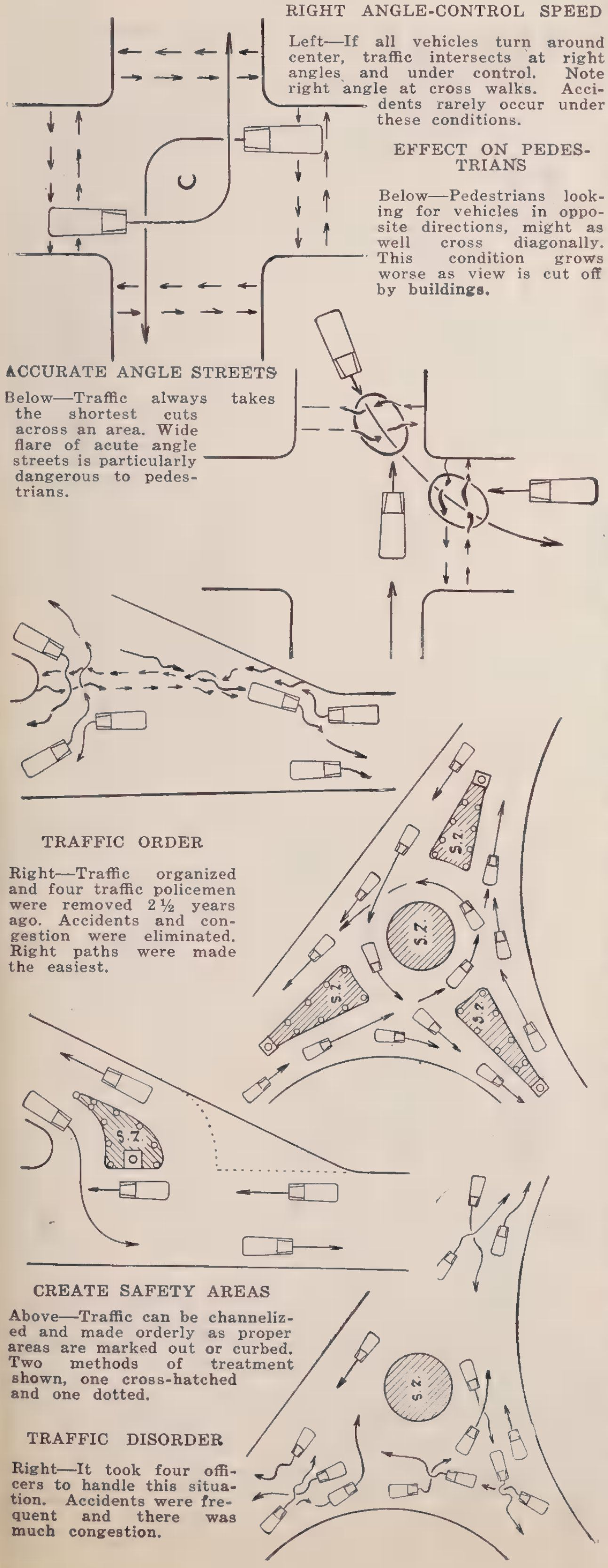
Hickory, Catawba Co., N. C.

¶ Plan to visit us as you go to the mountains. A glad-hand will be extended you.

DISTRIBUTORS
Armature Rewinding
USL
STORAGE BATTERY
Starter and Generator Repairing
NORTH & SOUTH CAROLINA BATTERY CO.
400 S. Tyron St. Charlotte, N. C.

SOLVING TRAFFIC PROBLEMS

(Continued from Page 11)



RIGHT ANGLE-CONTROL SPEED

Left—If all vehicles turn around center, traffic intersects at right angles and under control. Note right angle at cross walks. Accidents rarely occur under these conditions.

EFFECT ON PEDESTRIANS

Below—Pedestrians looking for vehicles in opposite directions, might as well cross diagonally. This condition grows worse as view is cut off by buildings.

ACCURATE ANGLE STREETS

Below—Traffic always takes the shortest cuts across an area. Wide flare of acute angle streets is particularly dangerous to pedestrians.

TRAFFIC ORDER

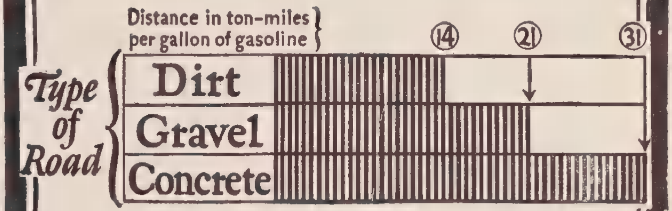
Right—Traffic organized and four traffic policemen were removed 2½ years ago. Accidents and congestion were eliminated. Right paths were made the easiest.

CREATE SAFETY AREAS

Above—Traffic can be channelized and made orderly as proper areas are marked out or curbed. Two methods of treatment shown, one cross-hatched and one dotted.

TRAFFIC DISORDER

Right—It took four officers to handle this situation. Accidents were frequent and there was much congestion.



Concrete Saves Gasoline

You will find the simple chart, shown above, worth more than a passing glance. It points out a lesson in economy directly connected with every motorist's check book.

The chart shows the average ton-miles per gallon of three types of highway surfaces, as proved by tractive resistance tests conducted by Iowa State University.

Note that a gallon of gasoline carries you more than twice as far on a Concrete Road as on a dirt road and one-third farther than on gravel.

In addition to being skid-proof, rigid and lowest in maintenance cost, Concrete Roads assure a marked saving in gasoline. Their all-around economy goes a long way toward paying for them.

Send for our booklet R-3 *which tells many other interesting things about Concrete Roads. Write this office for your copy.*

PORTLAND CEMENT ASSOCIATION

601 Johnston Bldg.
CHARLOTTE, N. C.

Hurt Building
ATLANTA, GA.

A National Organization to Improve and Extend the Uses of Concrete

Offices in 29 Cities

TWENTY MILES FROM
THE BLUE RIDGE--

THE HOTEL CAMPBELL

Ralph E. Hartman, Mgr.
Taylorsville, N. C.

¶ MODERN, YET comfortably homey, the Hotel CAMPBELL presents a real opportunity for those seeking rest, recreation and enjoyment—of its 40 airy and roomy-rooms, 24 are equipped with baths. Rates of from $3.50 to $4.00 prevail.

Roof Garden - Dancing

(20 *miles of Statesville—47 Miles of Blowing Rock*)

¶ YOU COULD go a long way before finding the delicious fried chicken and country hams for which we lay claims to fame—

Try the Hotel Campbell

COTTAGE HOMES IN THE
LAND OF THE SKY

Beautiful and restful old mountains repose in the very "back yards" of Blowing Rock Cottages—Nestling down among stately trees in orderly procession dreamy number of neat summer homes, just the thing you are looking for.

GOLF - RIDING - MOTORING
GAME - HIKING - FISHING

"The Paradise of the "Land of the Sky"

Write for literature and reservations to

THE BLOWING ROCK HOTEL

D. J. Boyden, Proprietor
Blowing Rock, N. C.

Come To

KENILWORTH INN

"in the Land of the Sky"

NATURE'S PARADISE with man-made comforts and conveniences to please and entertain the business man and his family.

KENILWORTH INN joined hands with nature to give discriminating people an ideal resort. All the modern conveniences and nicities of life in an atmosphere of refinement. You will be impressed with the real elegance, the freedom from restraint, and the home-like, friendly atmosphere that prevails.

The rooms are large and airy with double windows, ample clothes closets and private baths.

Pure sparkling water from Mt. Mitchel. Cool nights are ever present.

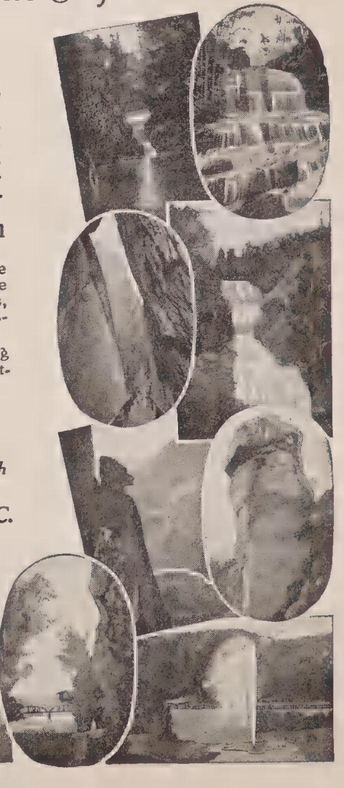
Exceptional dining room service. Wholesome and apetising Southern meals prepared by those skilled in the art of cooking. Served in a spacious, glass-enclosed dining room in a courteous and pleasing manner.

Golf, Tennis, Horse-Back Riding, Music, Dancing and other alluring diversions for lovers of the outdoors.

COME SPEND A MONTH OR A WEEK
EVEN A STOP-OVER WILL MAKE
YOU A REGULAR VISITOR

Write for interesting Literature Concerning Kenilworth Inn and the Wonders of Western North Carolina

KENILWORTH INN - *Biltmore, N. C.*
Near Asheville



Automobiles and Where to Buy Them

Being a List of the Members of the Carolinas Automotive Trade Association

Headquarters: Greensboro, N. C.

Aberdeen
Franklin Sales Company-----Franklin

Asheboro
Asheboro Motor Car Co.------Ford-Lincoln-Fordson

Asheville
Asheville Overland-Knight, Inc. Overland-Willys-Knight
Plemmons Motor Co.---------Packard-Durant-Star
Franklin Motor Co.------------Franklin-Chandler
Sawyer Motor Co.-------------Dodge
Richbourg Motor oC.----------Ford, Lincoln, Fordson
Weaver Motor Co.-------------Hudson, Essex
B. & B. Motor oC.------------Chevrolet

Banner Elk
F. M. Richards---------------Buick

Canton
W. S. Martin-----------------Buick

Charlotte
C. C. Coddington-------------Buick
International Harvester Co.---I. H. C.
Burwell-Harris Co.-----------Nash
Carolinas Auto Supply House-Accessories
Wadsworth and Sehorn Co.----Reo
J. H. Ham--------------------Packard-Oakland
Wilson Motor Company--------Ford-Lincoln-Fordson
Ko-Mo Supply Co.------------Accessories
Pyramid Motor Company------Ford-Lincoln-Fordson
Charlotte Motor Car Co.------Hupmobile
Etheredge Motor Sales Co.----Ford-Lincoln-Fordson
B. D. Heath Motor Co.--------Hudson-Essex
Booth-Newton Company-------Maxwell-Chalmers
Chas. E. Lambeth Motor Co.---Dodge
General Motors Truck Co.-----G. M. C. Truck
Glasgow-Stewart & Co.--------Wholesale Auto. Equip.

Concord
Standard Buick Co.-----------Buick

Durham
Carolina Sales Co., Inc.-------Studebaker and Service
The Worth Motor Co.----------Dodge and Trucks
The Nicholson Motor Co.------Nash and Service
Grand Central Garage--------Star-Durant
Five Points Automobile Co.---Buick

Edenton
Hobbs and Ward--------------Chevrolet-Hudson-Essex

Enfield
Enfield Motor Co.-------------Durant-Star

Fayetteville
Jas. S. McNeill---------------Buick-Paige
Bowles Motor Car Co.--------Studebaker
Lewis Motor Car Co.---------Dodge

Franklin
T. W. Porter------------------Buick

Gastonia
Brison-Lambeth, Inc.----------Dodge
Thomas L. Craig--------------Nash

Greensboro
Thomas C. Hunt--------------Packard
Guilford Motor Car Co.-------Nash-Franklin
Greensboro Motor Car Co.----Buick
McGlamery Auto Company---Ford-Lincoln-Fordson

Henderson
Landis Motor Company------Oakland-Buick-Chevrolet
Corbitt Motor Truck Co.-----Mfgs. Corbitt Truck

Hendersonville
Wetmur Motor Company-----Ford-Lincoln-Fordson

High Point
Wilson Motor Company------
White Way Motor Company--Buick

Kinston
Spear Motor Co.--------------Ford-Lincoln-Fordson
Kinston-Buick Company------Buick
Caroline Peerless Co.---------Chevrolet
Kinston Garage --------------Hudson, Essex, Cadillac

Laurel Hill
Pate-Overland Company------Overland

Laurinburg
McNair Automotive Co.------Buick

Leaksville
Jones Motor Company-------Ford-Lincoln-Fordson

Lenoir
Merritt Motor Company------Ford-Lincoln-Fordson

Lexington
Davidson Motor Company----Nash
Woodrow McKay--------------Ford-Lincoln-Fordson

Lincolnton
John K. Cline & Son--------Buick

Mebane
Elkins Motor Car Company---Willys-Overland, Nash

Midland
Midland Motor Co.-----------Ford-Lincoln-Fordson

Monroe
Monroe Motor Company-----Studebaker-Dodge
Laney-Gordon Motor Co.-----Chevrolet
Seacrest Motor Co.-----------Buick

Mooresville
Mooresville Motor Co.--------Dodge-Chev.-W. K.-Over.
Birdsall-Smith Motor Co.-----Durant-Star-Franklin

Morganton
Erwin Bolton Motor Co.-------Durant-Star

Raleigh
Nash Motor Sales Co.---------Nash
Taylor-Buick Sales Co.--------Buick
Franklin Auto Sales Co.------Franklin
Chipley Motor Co.------------Packard and Service
Yates Auto Service-----------Gen. Repairs
Boylans, Inc. ----------------Interstate Motor Equip.

Reidsville
Caldwell Motor Co.-----------Dodge-Hudson-Essex

Roanoke Rapids
Roanoke Rapids Motor Co.---Ford-Lincoln-Fordson

Rockingham
Pee Dee Motor Sales Co.-----Nash
Jenkins Buick Co.------------Buick-Cadillac-Packard
Lambeth's Inc.---------------Dodge

Rocky Mount
Jeffreys Motor Campany-----Gray
Edwards-Cutchins Motor Co.--Hudson, Essex

Roxboro
Crowell Auto Company------Ford-Lincoln-Fordson

Salisbury
Salisbury Motor Co.----------Buick

Sanford
Hanner Motor Co.------------Ford-Lincoln-Fordson
Brown Buick Service Station--Buick Cars, Gen. Service

Shelby
Thompson-Lackey Co.---------

Spartanburg, S. C.
Ernest Burwell---------------Ford-Lincoln-Fordson

Spencer
Rowan Motor Co.-------------Nash

Statesville
Carolina Motor Co.-----------Ford-Lincoln-Fordson

Tarboro
Turrentine Motor Company---Ford, Lincoln, Fordson
Zeb C. Cummings------------Dodge, Nash

Vineland
Smith and McKnight---------Ford-Lincoln-Fordson

Wadesboro
Huntley and Martin----------Buick

Warrenton
Scoggins Motor Company----Chevrolet-Studebaker

Weldon
Weldon Motor Company-----Ford-Lincoln-Fordson

Windsor
W. T. Tadlock----------------Chevrolet
Windsor Hwd. Company-----Ford-Lincoln-Fordson

Winston-Salem
Lindsay Fischel Buick Co.----Buick
The Motor Company---------Chevrolet-Buick
Norfleet-Baggs, Inc.----------Studebaker
Smoak Motor Co.------------Dodge

Wilmington
W. D. McMillan, Jr.-----------Buick
MacMillan and Marshburn----Dodge
B. F. Johnson----------------Wholesale Acc. & Sup.
Auto Supply Co.-------------
Overland-Knight Co.----------Willis-Knight, Overland

Wilson
Motor Sales Co.--------------Hudson, Essex
Brown Motor Co.-------------Buick

PROVIDING RECREATION

has become the biggest business in America.

THE CHIMNEY ROCK DEVELOPMENT

will be the greatest scenic playground resort in the United States—

Combining Lake Lure, an expanse of 1,500 acres, and every form of sport and recreation, with a home colonization development of first magnitude.

MILLIONS IN PROFITS

await the investors who take advantage of the tremendous opportunities presented in securities of the company, now offered for sale.

Acquaint yourself with details of this great program.

Write for descriptive literature.

CHIMNEY ROCK MOUNTAINS, Inc.

Chamber of Commerce Building
Asheville, N. C.

Drive the Glorious Yonahlossee Road to Linville

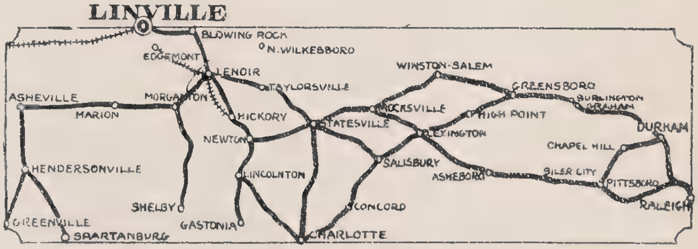
Improvement of Famous Highway Makes This the Most Wonderful Scenic Trip of All

Fifteenth Green; Sixteenth and Seventeenth Fairways.

Cozy Corner Hole.

The grass grows better at Linville than at any place else in North Carolina. This is one of the chief reasons why golfers esteem the Linville course more than any in the state. Right now, a splendid, new course, is under construction. This is a Donald Ross course and so planned to make Linville the premier golf paradise of the South. In the meantime, arrange to play the present fine course sometime during September—the most exhilirating time of the year.

YEARS ago, before automobiles were dreamed of, daring men carved out a 20-mile carriage road along the very crest of the Blue Ridge, over the shoulder of Grandfather Mountain, from Blowing Rock to Linville. This drive, the Yonahlossee Road is without doubt the finest scenic highway in the East. Improved and kept in fine condition by the State Highway Commission, this good road can be driven in perfect safety in about 75 minutes, and as you descend from Grandfather into the beautiful valley of the Linville River, you find at Linville the finest 18-hole golf course in the Blue Ridge, 4,000 feet up, and around it a delightful village of summer cottages, centering at the famous Eseeola Inn, where life is always pleasant, with good food and service unexcelled. Here-about is the finest trout fishing in the Appalachian chain. September is the most delightful time of the year and the last month of the season at Linville.



Plan your trip to Eseeola Inn now. It is a joy never to be forgotten, the lure of which draws folks back to Linville year after year.

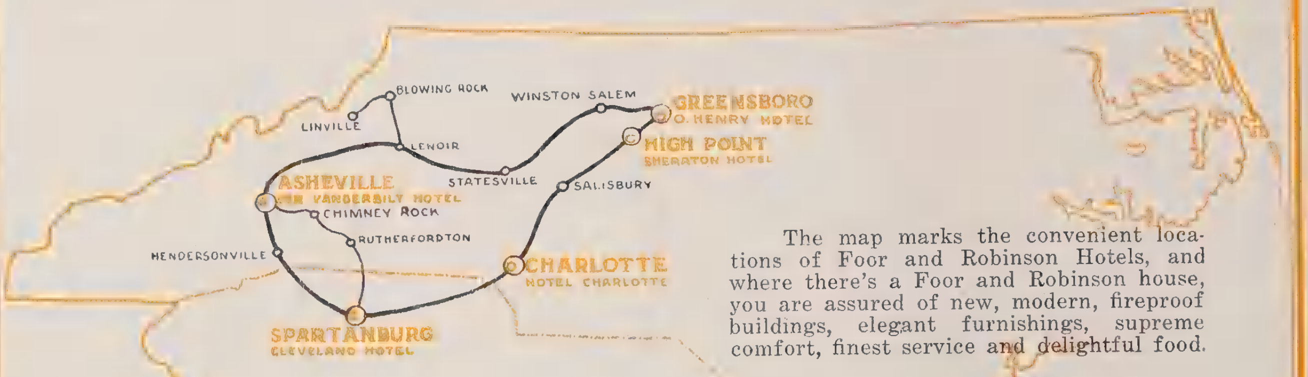
ESEEOLA INN
Linville, N. C.

Edw. G. Fitzgerald, Mgr.

The Ideal Carolina Tour

Every Stopping Place is a Good Town With a Good Hotel

Until you've made this Ideal Carolina Tour, you have missed the most glorious trip of all eastern America. Perfect roads wending along the hills and vales of the beautiful Piedmont Plateau, lead to the slopes of the Blue Ridge. September is the best month to make this trip, with moderate temperatures day and night. It is a lazy tour, requiring no fast driving to make the Good Towns with Good Hotels.



The map marks the convenient locations of Foor and Robinson Hotels, and where there's a Foor and Robinson house, you are assured of new, modern, fireproof buildings, elegant furnishings, supreme comfort, finest service and delightful food.

SPARTANBURG, S. C. See the great mills. Visit Glen Springs, drink of its health-giving waters. Or take in the Revolutionary battlegrounds: Kings Mountain and Cowpens. Stop at the Cleveland Hotel, on Morgan Square. A house of elegance, comfort, charm and fireproof safety that brightens your stay and bids you back.

ASHEVILLE, N. C. Mecca for thousands of summer tourists. Mt. Mitchell, Pisgah Forest, Biltmore Estate, numerous other famed spots to see. Finest of golf courses. Every recreation. The new George Vanderbilt, just opened, is THE hotel. Centrally located, and one of the finest ever built. Charming in every respect and a wonderful observatory of the Land of the Sky.

SIDE TRIP En Route, from Asheville to Greensboro, if there is time, make the side trip to Blowing Rock and Linville. Here, above the clouds, is Nature's wonderland, a thrilling scenic trip along the crest of the Blue Ridge.

GREENSBORO, N. C. Great Southern distributing city. World's largest denim mills. Guilford Court House Battleground, now a national park. Delightful Country Club and 18 hole golf course. Stay at the O. Henry Hotel, the most popular in the South. Hospitality and comfort to the last degree. Splendid cafe. Perfect service.

HIGH POINT, N. C. You must see the "Wonder City." Second largest furniture manufacturing community in the world. A busy, industrial city amid a setting of beautiful homes and wide-paved streets. New 18 hole golf course and club house. The Sheraton is a gem of a hotel, handsomely furnished and equipped to render the most complete service.

CHARLOTTE, N. C. "Center of Southern Activity". A "little New York". In the heart of tremendous mill and power industries. Two lovely country clubs, each with 18 hole golf course Hotel Charlotte, new, beautiful and supremely comfortable. A service that fascinates. An attention that makes you feel at home the minute you enter.

THE FOOR & ROBINSON HOTELS

"GOOD HOTELS IN GOOD TOWNS"

W. H. FISHER COMPANY, GREENSBORO, N. C.

CAROLINA MOTORIST

OCTOBER, 1924 20 CENTS

Made in Carolina Number

ERMAN
GRAVING
MPANY

Get the Agency!

This $10.00 Policy Sells on Sight

"Made in Carolina"—the Pilot automobile accident policy is the only $10.00 policy written that pays $25.00 a week during entire period of disability from auto accident, or $2,500.00 for death, blindness, paralysis, loss of limbs or an eye and a limb.

WHO'S NEXT?

AND WHO WOULDN'T PAY $10 for PROTECTION?

The automobile accident policy written by the Pilot Life Insurance Company of Greensboro is the most ingenious, the most comprehensive and the best protection a motorist can buy for a $10.00 premium annually.

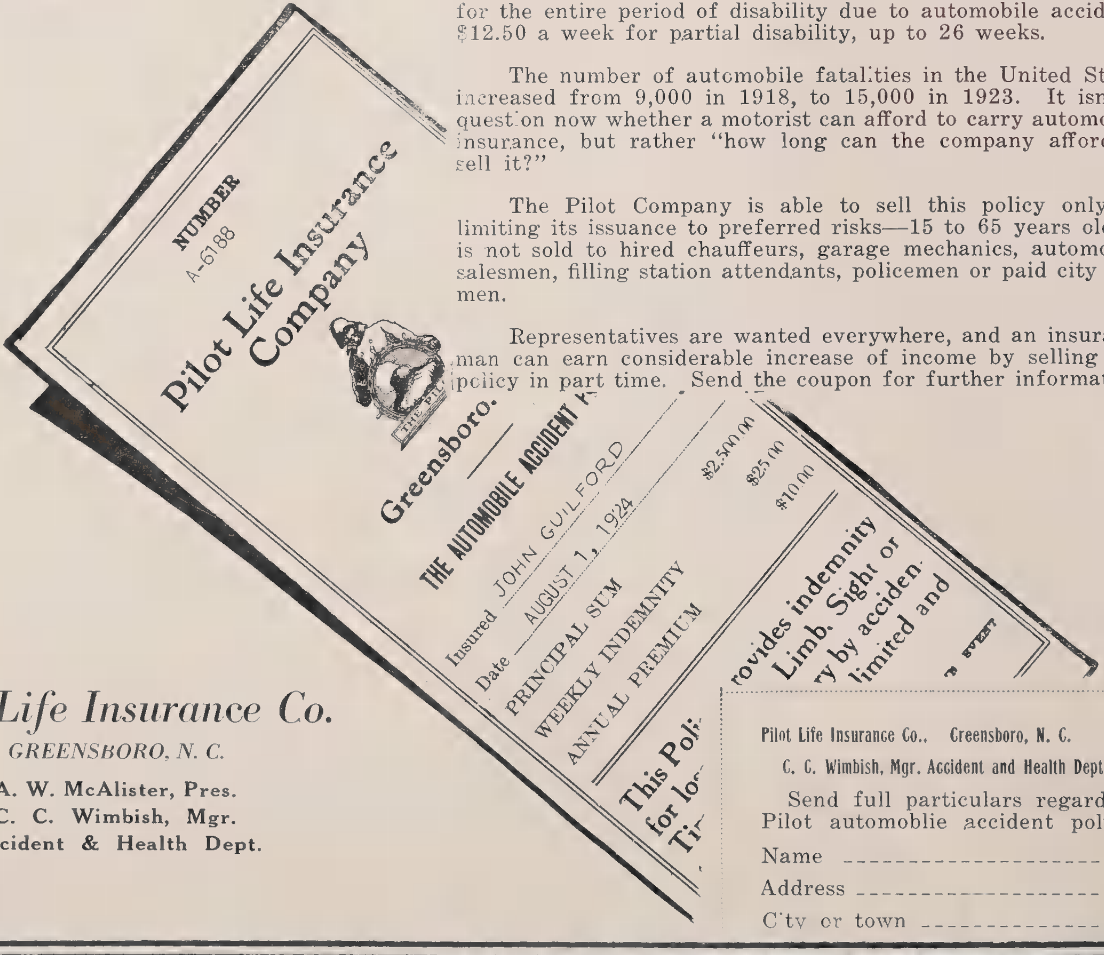
This policy pays $2,500.00 for death or for loss of two limbs, or for loss of an eye and a limb, or for permanent paralysis or blindness; $1,250.00 for the loss of one limb; $883.00 for the loss of one eye; $625.00 for the loss of a thumb and index finger.

$50.00 a week for 10 weeks while confined in a hospital or anywhere under the care of graduate nurse—$25.00 a week for the entire period of disability due to automobile accident; $12.50 a week for partial disability, up to 26 weeks.

The number of automobile fatalities in the United States increased from 9,000 in 1918, to 15,000 in 1923. It isn't a question now whether a motorist can afford to carry automobile insurance, but rather "how long can the company afford to sell it?"

The Pilot Company is able to sell this policy only by limiting its issuance to preferred risks—15 to 65 years old; it is not sold to hired chauffeurs, garage mechanics, automobile salesmen, filling station attendants, policemen or paid city firemen.

Representatives are wanted everywhere, and an insurance man can earn considerable increase of income by selling this policy in part time. Send the coupon for further information.



NUMBER
A-6188

Pilot Life Insurance
Company

Greensboro.

THE AUTOMOBILE ACCIDENT

Insured JOHN GUILFORD
Date AUGUST 1, 1924
PRINCIPAL SUM $2,500.00
WEEKLY INDEMNITY $25.00
ANNUAL PREMIUM $10.00

This Poli
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limited and

Pilot Life Insurance Co.

GREENSBORO, N. C.

A. W. McAlister, Pres.
C. C. Wimbish, Mgr.
Accident & Health Dept.

Pilot Life Insurance Co., Greensboro, N. C.
C. C. Wimbish, Mgr. Accident and Health Dept.

Send full particulars regarding Pilot automoblie accident policy.

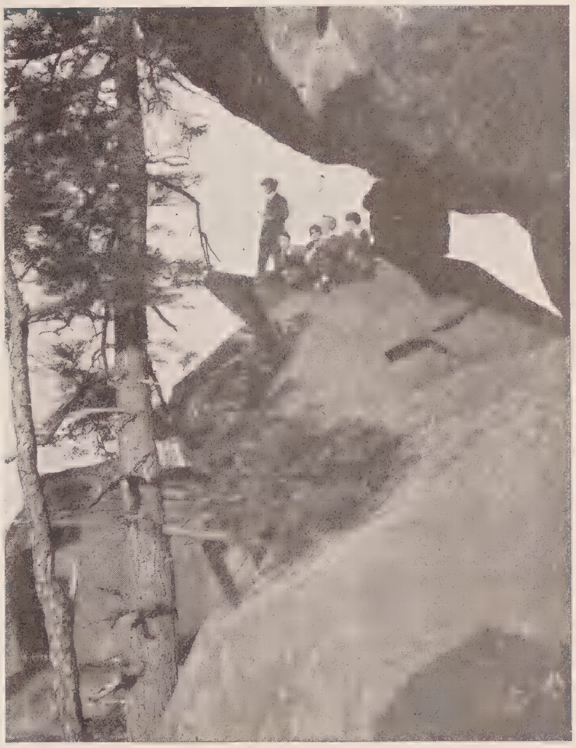
Name ______________________
Address ______________________
City or town ________________

Carolina's Oldest Product—

Now Selling at HIGHEST PRICE in It's History

DEMAND *is*
STEADILY *on the*
INCREASE

People of our own state—slowest to recognize present worth and future possibilities — yet, visitors from all over the country are continuous buyers of product.



ALONG THE APPIAN WAY

RESORT REAL ESTATE DEVELOPMENTS

Real Estate—in well planned resort developments, provided it is in a section of the country that is blessed with those NATURE CREATIONS—Scenery-Climate-Water—today is man's surest source of large and quick returns.

Investors in Western Carolina, both in local and visiting element, are daily creating a demand for a larger and broader field. Few, in fact a very small percent of them, stop and figure out that their returns would be far greater by getting in, on the "inside" with the developers—Those who BUY by the ACRE and are the FIRST to SELL by the FOOT.

That's just what an investment in Chimney Rock Mountains, Inc., means to those who are in on the "inside." Then, too, in addition—there's an unlimited possibility in the returns that are sure to come from the amusements, concessions, scenic enterprises, etc.

Better write, phone or wire for a further discussion of this subject—RIGHT NOW.

CHIMNEY ROCK MOUNTAINS, Inc.

Executive Offices
Asheville, North Carolina
16 North Market Street

Jubilee Year---Tenth Annual

SANDHILL FAIR

PINEHURST, N. C.

October 28, 29, 30 and 31

The Tenth Annual Sandhill Fair—Jubilee Year—marks the opening of the brilliant Fall season at Pinehurst. Four wonderful days of clean, educational—intensely interesting features. Come in your car. It is a delightful drive along a countryside vivid with Autumnal coloring, and with these attractions for your entertainment after you arrive (tenative program):

FIRST DAY

Royal Scotch Highlanders Band; Animal Acts; Harness and Running Races; School Singing Contest; Auto Races; Auto Polo; Football—Aberdeen High School vs. Laurinburg High School; Horse Shoe Pitching Contest; Fireworks.

SECOND DAY

Royal Scotch Highlanders Band; Annual Pageant—"The Flower Festival" (400 children); Animal Acts; Harness and Running Races; Baby Show; Horse Shoe Pitching Contest; Basketball Tournament; Special Entertainment at Carolina Theatre.

THIRD DAY

Royal Scotch Highlanders Band; Annual Parade—"Parade of the States," with the most popular young lady of the Sandhills as "Miss Carolina;" Animal Acts; Harness and Running Races; Annual Sandhill Derby; Horse Shoe Pitching Contest; Basketball Tournament; Harvest Musical Festival—Gaul's "Holy City;" Carolina Orchestra.

FOURTH DAY

Royal Scotch Highlanders Band; Animal Acts; Harness and Running Races; Horse Shoe Pitching Contest; Annual Track Meet; Basketball Tournament; Varsity Football—N. C. State vs. Davidson, 3:00 P. M.; Annual Harvest Ball.

Events Extraordinary

AUTOMOBILE RACES—AUTOMOBILE POLO

Tuesday, October 28

The Carolina Hotel opens October 27 and it is advisable to make reservations now for the four days of the Fair. Write General Office, Pinehurst, N. C.

For Fair Information and Catalog Address

The Secretary, Pinehurst, N. C.

KEY NOTE IS DIVERSITY

Twenty-five Automatic Looms and Other Machinery Will Introduce Carolinians to Points on Producing Other Cotton Products

By F. M. Runnels

THE Carolinas Exposition opens September 22! Early the exhibitors began to send in their products, putting them in place and building their booths. The big looms are all in the building ready for operation. By the time the big show opens its doors everything will be in readiness. There will be no first day confusion, as often happens in one of these expositions, for the manufacturers are cooperating most thoroughly in an effort to present a completed show by the hour the doors are open to the public. Governor Morrison and Governor McLeod will formally open the exposition at 3 o'clock, although the doors will be open to the public at 11 o'clock in the forenoon.

Immediately following the brief addresses by the two executives the current will be turned on the 25 automatic looms, and much other machinery converting cotton into such finished articles as ginghams, bedspreads, pillowslips and sheeting, blankets, tapestries, velours, satin and sateen goods, specialities from cotton goods, underwear, hosiery, silk garments, and other lines adding emphasis to the textile diversification idea being promoted by the exposition, cooperating with special committees from the North Carolina and the South Carolina Cotton Manufacturers Association.

In order for the exposition this year to foster a greater diversity in textiles it was necessary to slightly modify the rules prohibiting exhibitors who manufactured articles elsewhere than in the Carolinas. It was found impractical to sell the idea of diversifying without having looms and special machinery showing how the work is done. As soon as the management opened its doors to these manufacturers and asked them to cooperate some of the largest concerns in the world at once responded. Whenever it was possible to do so looms now operating in the Carolinas were secured, but to carry the plan to its completion it has been necessary for manufacturers like the Crompton-Knowles Loom Works, the Stafford Company, the Hopedale Manufacturing Company, Tolhurst Machine Company, General Electric Company, J. W. Frazer and others to ship direct from their plants in the New England states and New York. Going Carolina concerns like the Marshall Field mills at Spray, the Art Cloth mills at Lowell, Cramerton Mills at Cramerton, Cannon mills, Spindale and others have sent looms to the Exposition for operation during the entire two weeks of the show.

Without doubt this will be the greatest textile show ever held in North Carolina, and will be of added interest to the 100,000 or more people who are expected to visit Charlotte to see again the things made in the Carolinas and to witness the making of certain lines that ought to be shown here.

¶ While we are thinking of things made in the Carolinas, let us remember the Carolina Motor Club, two years old on the day the great exposition opens its doors—September 22! An organization that is of, for and by motorists, not for profit but for service. A Carolina Club for Carolinians, with five thousand members after two years of operation and growing phenomenally! Your club at your service at all times helping your cause. You should join!

The Carolinas Exposition will be opened under brilliant auspices in Exposition Auditorium at 3:00 o'clock Monday afternoon, September 22

Aside from the textile feature there will be something like 3,000 separate articles of Carolina manufacture on exhibit. On the second floor approximately 4,000 square feet of space will be taken up by the furniture manufacturers of the two states. This exhibit will put the seal forever on the notion prevalent in many places that the Carolina manufacturer turns out an inferior grade of home furnishings. As a matter of fact Carolina furniture today is standard in every big furniture market in the north and northwest, and does not take second place to Grand Rapids or any other furniture city in the country. September 29 has been set aside by the Exposition management as "Furniture Day," with Fred N. Tate, of High Point, in charge of the program.

Other big days will be September 24 when Morganton and other cities will send large delegations. September 25 is reunion day for world-war veterans. General John A. LeJeune, commandant U. S. Marine Corps, Washington, is coming down to foregather with the boys who did their bit. He will review a parade of Fort Bragg troops, companies of the national guard, ex-service men, and at night there will be a vivid reproduction of the battle of Chateau Thierry, participated in by state and national troops. On September 25 also, the Charlotte Kiwanis club will hold open house to Kiwanians from all over the Carolinas, who have been invited to be guests at a luncheon complimentary to them. Local officers are expecting to seat 1,000 visitors in one of the larger dining rooms of the Chamber of Commerce. During the day a luncheon will also be tendered General LeJeune and visting commanders of

(Turn to Page 20)

ROARING GAP---ABOVE ALL

The Scenic Wonderland of Carolina's Mountain Country - Roads Bring to Motorists the Supreme Delight of Golfing Above the Clouds

By F. P. Morton

IN a section noted for secnic beauty, Roaring Gap stands out by very reason of its many unique features. A mountain—yet accessible to all the Piedmont country. Part of the famous Blue Ridge, yet it commands a view of tens of thousands of acres of gently rolling farm land. Thirty-seven hundred feet high, yet it has a breezy, dry climate.

Below the mountain, you are in midst of a typical Piedmont landscape. Hills gently rolling, waving fields of corn and wheat on all sides, the mountain rising sheer ahead without the usual foothills to block the approach and mar the view. The shining asphalt road stretches in a gently curving ribbon up the side of the mountain. Here it is lost to view in the trees; here it skirts the edge of a cliff.

You start up the mountain on a gentle slope, feeling that the road is too good to last. As you continue climbing, it surpasses your expectations. wide shoulders, banked on either side and covered with crushed stone, make for safety. The grade is perfect. Not once is it necessary to change gears; not once is there a strain on the machinery. Just a gradual slope—ever upward.

A scene of majestic beauty begins to spread out below you. On one side the mountain towers upward its slopes heavily forested; on the other you look down on the waving tree tops, and before you stretches the same perfect road, now straight, now turning on well banked curves. It takes no engineer to appreciate the difficulties and obstacles that were overcome to provide this perfect highway. You feel a new pride in the State Highway Commission—in Carolina's matchless system of hard-surface roads.

Almost imperceptibly the grade flattens and you realize you have reached the top of the mountain. It seems the top of the world. You gasp in amazement at the view that stretches out far below you—a view that can never be described nor shown in pictures.

On one side the rolling Piedmont stretches away until it is lost in the distant haze. Birds bank and circle far below. Countless farms are divided into a chess board for giants. Roads seem but scratches on its vast surface. Houses shrink to toys and woods to plots of grass. One seems suspended between Heaven and earth, a Gulliver in a land of Lilliputians.

On the other side the peaks of the Blue Ridge billow up, roll on roll. Far to one side, Pilot Mountain stands as a far flung sentinel. It is a panorama unique.

Even the very waters divide. Two springs lie close. From one the water flows into the great Pee Dee river and on into the heaving Atlantic; from the other the water flows into the majestic Mississippi and into the placid waters of the Gulf of Mexico.

Between Roberts' Knob and Brown's Knob the top is practically flat. Were it not for the invigorating air and matchless view you would never believe that you were thirty-seven hundred feet above the sea.

You begin to wonder why this beautiful spot has so long lain dormant. Why have not the people of the State been allowed to enjoy it? Why has not the State developed this gem within its borders? Transportation has been the chief problem. When only a soil road wound up its side, the families in the immediate vicinity alone were able to enjoy it. With them it has been a favorite picnic ground for generations, its views a never-ending wonder.

Now all this is changed. Wonder-

(Turn to Page 21)

Mountain scenes and mountain roads go hand-in-hand in motoring

TRAVELIN' THROUGH NO'TH CA'LINA

The Quarrel is Not With Just Enforcement but With Petty or Wholesale Arrests by Mail or Otherwise---Motoring Should be Pleasant and Safe

By Burton Quale

THEIR glances met like crossed swords and their minds rested upon one thought, as chasing butterflies might rest together on a flower. A flimsy yellow crescent, bent like an archer's bow above a snowy summit cast a faint glow over the scene. His gaze faltered and fell while the other searched languidly for a paper in the folds of his khaki coat bosom. Still the first man hesitated; sadness seemed to hover over him like a pall and rudely reminded of life's serious issues, he mumbled out his name in answer to the other's quiet question. The first was a motorist and the khaki-clad individual a fly-cop.

All of which, in the language of the day, means that some poor bird, gloomy as an undertaker out of employment, was being snatched up for exceeding the speed limit. A common enough thing in North Carolina, and in a great number of cases justly so, but there are perhaps an equal number of instances which can be termed nothing short of a hold-up.

Travelin' through No'th Ca'lina ain't what Burton Braley said it was. Sure, we have roads, but we also have fly-cops, constables and dry agents. A pick and shovel were necessary to highway navigation in the days of mud; a good "gat" when highwaymen held sway, but you need a fluent tongue and a million dollars to get through No'th Ca'lina these days.

Unfriendly Justices of the Peace take serious slams at the pocket book and hard are the indemnity dollars paid for the purchase of shoes for the other fellow's babe. To pay or not to pay, that is the question. Whether 'tis nobler to sass the constable and spend days in the village hoose-gow or pay, and pay liberally?

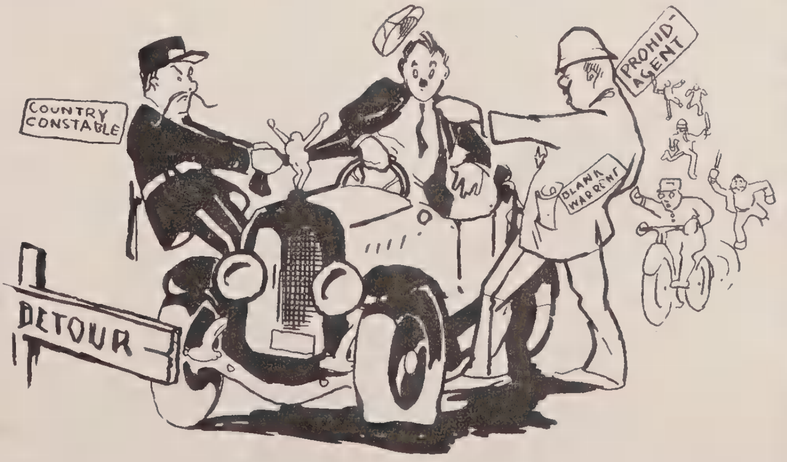
Hostile dry agents have been operating on the highways at night, playfully tossing nail-studded planks onto the road in front of the car and teasing you with soft lead or steel bullets from their .45 calibre pop-guns. It is no joke. And it has been a frequent occurance.

An agency which has for its purpose the protection of the interests of motor-car owners and those who frequent the highways of North Carolina has entered the ring to fight these unlawful practices. Villages of less importance than a pumpkin seed in a water-melon patch have set up speed laws in conflict with those of the state and—are enforcing them. Hundreds of letters from victims are evidence of this.

¶ The Carolina Motor Club does not condone reckless or careless driving or drivers who are chronic violators of the law. Reports of this practice on the part of a member is sufficient cause for expulsion. But as traffic laws have been enforced in many places, members have been innocent victims of money-making schemers and if there is any possible way for us to punish these parasites, your Motor Club intends to do it!

The Carolina Motor Club has taken up your fight. It is true that hard things emanate from the offices of not a few hard-boiled mayors, but what are a few hard words when the object is accomplished? The greater majority of them take kindly to our interest and help the fight along.

It is notable that the reckless arrest of motorists by prohibition agents in North Carolina has become less frequent. Action on the part of the Carolina Motor Club in the case of Hege and Baker, heralded the length and breadth of the state at the time, has helped materially in this work.



The bond card of the club, granting the member a bond of $50 in case of arrest for appearance, has been of use to hundreds of motorists during the past two years of the club's operation; hundreds have been relieved when having car trouble on the highways by the two hundred official and efficient garages located in every part of North Carolina.

The emblem, also the official insigna of the American Automobile Association, affords members service from one thousand clubs located in every section of the nation. The little red and blue affair has been avowed "worth its weight in gold" by many members who have experienced its magic.

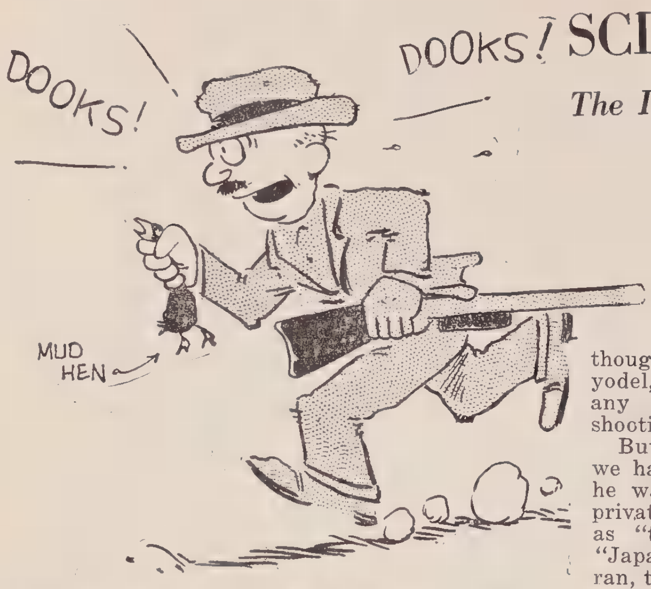
Stolen cars have been recovered by virtue of the reward offered by the organization and thiefs are now working their way through jail because of it. Numerous letters from members express thanks for the efficient manner in which the return of their cars was effected.

Legislative work beneficial to every motorist in the Carolinas has been carried on with unceasing energy and in the great majority of cases to a successful conclusion. Pertinent features of motor vehicle regulation are filed in volumes in the offices of the club for reference.

Information of a distinct type regarding the roads of the two states in particular are those of the United States in general is available at any one of the nearly sixty branch offices open and to be opened within the month in North Carolina. Road maps for sale to non-members and free to members are carried by each of these offices.

On this second birthday of the Carolina Motor Club, it behooves motorists to stop and think. Look back over the work and if you think the efforts worth the expenditure, you might benefit as much by the direct service as you have benefited by that which has been indirect. A check for ten dollars is all that may be necessary to present your application.

Hundreds of motorists have affiliated and each day brings a letter which expresses the appreciation of the sender for some direct or indirect service rendered. Many have felt the need of the club when a car is stolen who had permitted themselves to believe the service too indirect.


DOOKS!
DOOKS!
MUD HEN

SCIENTIFIC DUCK HUNTING

The Important Features of Hunting are Found to be Inconsistant With What the Books Say About It

By Dale Curran

I UNDERSTAND that it takes four persons to make up a complete hunting party. First of all, a car must be furnished, and one rank outsider may be admitted, providing he owns a suitable bus. Then a scientific expert is absolutely required; a person who know what tomorrow's weather prediction was, and what kind of shot to use, and what makes wild game wild. An innocent bystander is a real asset, to give those little disinterested helpless hints that come in so handy upon a hunting outing. Lastly, it is often handy, but by no means necessary, to take along someone who really knows something about hunting.

Joe was the practical hunter. This all happened last fall, out at Joe's place over the mountains, in the low-hill country where the lakes are. He wanted us all to come out and hunt ducks with him. Eddie, who is the scientific person, declared that hunting ducks was entirely within his line, as he had made a special study of the subject. In line with my policy of trying anything once, I agreed to go along with Eddie. I was the innocent bystander. Joe's neighbor was to furnish the car.

This neighbor, known as Pete Something-or-other, certainly could not get into a hunting party unless he owned a car. He was a short dark little man, very excitable, addicted to running a grocery store on weekdays, and he spoke with an Irish brogue and a Hungarian accent. I think he was Swiss, though I never heard him yodel, and he never rang any bells, especially at shooting-galleries.

But he owned a car—we had to say that when he was around, although privately we referred to it as "the hearse" or the "Japanese Ash-can." It ran, though, and knew the road to Long Lake fairly well. Therefore Pete joined our party, or rather our party joined Pete, down in front of his grocery store late that afternoon.

We rolled out to the lake without accident, though Pete had to get out once and cement up the radiator, and there was another slight hiatus while he took all the spark-plugs out and cleaned them with sand. Eddie told us all about the ignition system of a flivver while he did this, but I noticed Eddie put the wires on wrong when the plugs were cleaned, and the engine stuttered for a mile before Pete got out and changed them again.

It was getting late when we stopped out at the north end of the lake.

I tell you, that lake was beautiful, under the low autumn sun, that burned big and round and red just over the trees to our right. It was beautiful, and I began to be glad I had come, but just then Eddie quoted a line of poetry, and I went to get my shotgun.

It was a nice shotgun, belonging to my uncle, who had tried all my life to get me interested in hunting. "That's a good old gun," said Joe, examining it critically. "I used to own one like it, about ten years ago. I find I can do better shooting with this twelve of mine, though."

"The twelve is lighter," said Eddie, coming up. I knew he was going to agree with Joe, because he had the same kind of gun himself. "You can swing a light gun easier, which makes for better aim at a flying object."

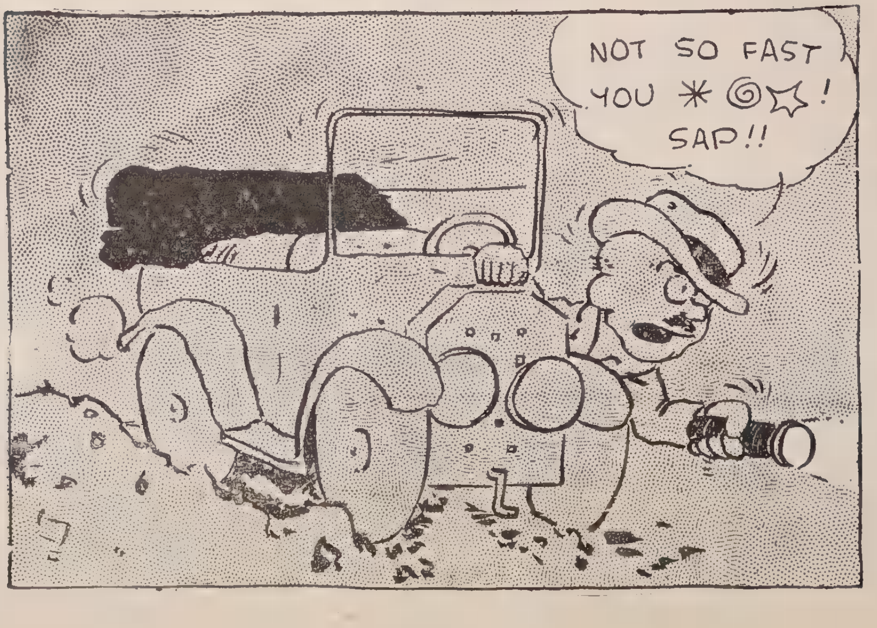
Eddie went over to the flivver and got out the rest of his hunting equipment. He had a thermos bottle and a folding camp stool and a pair of waders; an extractor for broken shells and half an army poncho. He said he believed in being prepared for anything. "Say," said Pete, fretfully, "I got a scratch on this here front fender. That musta been when I ran into the garage door!" The fender in question was a new one, black and smooth and shiny, whereas the rest of the car was a scratched and rusty brown. It gave the car rather the appearance of a girl with one silk stocking, if you see what I mean.

Joe, ever practical, broke in on us. "Let's go over there past the point, because the ducks will be coming over in a few minutes," he said. "Don't you fellows know it's nearly sundown?"

"Over at that point?" Eddie wailed. "Why, you poor fish! You'll see no ducks flying over there. Let's go down this way, toward those bushes. I'll tell you why—"

"I've hunted on this lake ten years," said Joe, rather grimly, "and I know about where the ducks generally fly."

"I'll tell you why," Eddie went on, not noticing him. "You'll notice the wind is in the north-west. Well, it's a well-known principle of aeronautics that wind resistance is greater at a quartering


NOT SO FAST YOU ✳ ◎☆! SAP!!

gun accidentally went off and drowned out the talk. It happended to be pointed away from the crowd, so nobody was hurt, but all of them seemed to take it very unkindly, and made nasty remarks to me. Just as Eddie was explaining to me how the gun worked, the flivver gave a long sigh and settled down three and one-half inches behind. I saw at once that a stray shot had punctured a rear tire, and didn't need to have Eddie explain that to me, but he did. So it was strictly up to me to patch the tire, which I did. Pete was lamenting over my shoulder, saying that it was a new tire and tube, and what did I mean by shooting up people's cars, anyway?

When I had fixed the tire and pumped about thirty pounds of air into it, I found myself alone with Joe. He told me that Eddie and Pete had gone down by the trees to test out Eddie's wind theories, and that we were to wait here for the ducks. That sounded all right to me.

There came a terrific explosion from just behind us, and we ran that way, to find Pete crawling up out of the grass, yelling like a wild Indian. "I gottem, I gottem, I gottem—" he said, and we had to stop him to find out what it was. Eddie was hurrying back.

"Dooks, dooks, dooks!" said Pete, pointing to the lake. We all took a look. Joe groaned. "My gosh, man," said he, "those aren't ducks. They're mud-hens."

"Mud-hens, my eye!" Pete roared wrathfully. "I guess I know a dook when I see one." He started down to gather in his kill.

We finally dissuaded him, and told him lots of things for his own and the mud-hens' good. Eddie delivered a lecture on sportsmanship. "That' why," he finished up, "you shouldn't shoot at anything while it's in the water. It takes the thrill and the element of chance out of hunting. In the air, a duck is supposed to have an even chance with a good hunter, like me or Joe, for instance, and that makes it a sporting proposition, not just a killing. I should say, though," and he looked unkindly at me and Pete, "that with you fellows the duck really has an unfair advantage."

In spite of his personal remarks, I had to admire Eddie. Joe and I knew it wasn't sporting to shoot into a flock that way, but Eddie knew why. Science is a great thing, no getting around that.

I had brought Eddie's folding chair along, and has settled awaiting the kill—holding my gun in readiness. Joe took a sudden notion to look his gun over, and took out all the shells, on both sides of me and draped across my lap. Joe was disgusted. "Get some rocks and throw at the next ones," he advised me. "Get a long club, and you might get a low-flying duck. But put that gun up before you do yourself harm."

And Joe and I had always been good friends, too! I resolved to let this pass, and said nothing, partly because I wanted to rub my shoulder, and couldn't give much attention to talking. About this time we heard a regular barrage laid down across the lake, clear to the south, and Joe began to swear. The ducks, it appeared, were all going that way, and some other hunting party was getting all the shooting. Well, they could have my share of it, and I said so to Joe, but he told me to shut up, for heaven's sake, and not be any more of an ass than I naturally had to be.

The light was failing, and we saw Eddie and Pete coming toward us, around the shore, walking slow. We had heard one shot from their direction, but we weren't expecting any great haul. And just then the last duck came by.

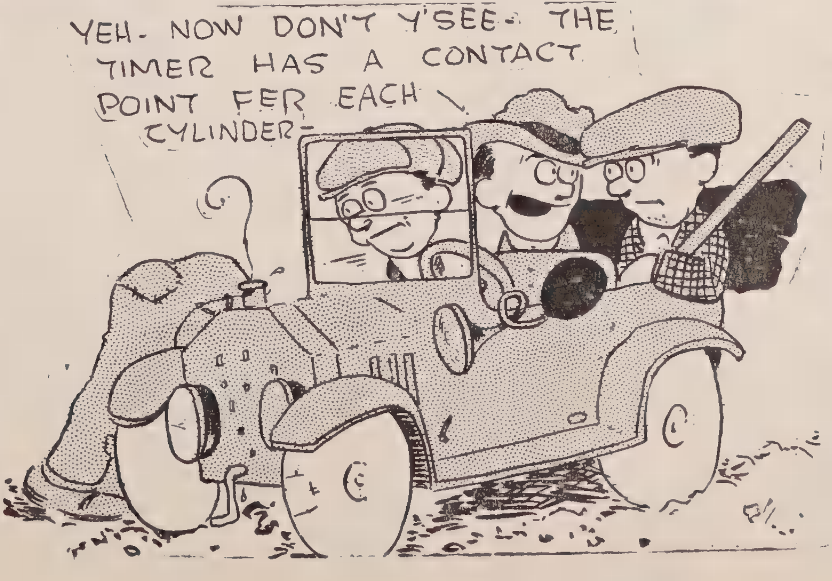
He was flying high, and all alone. He was a big mallard, driving toward us like a big monoplane, lined clear against the graying sky. His feathers shone, he stretched out and sped toward us. In that instant I felt the thrill of the hunt, the call of the chase! not the impulse to kill, but that reverting to the finer primitive in every man, the desire to bring down living meat.

"Put down that gun," said Joe, quickly. "I've got him."

He sighted, swung the gun, balancing and moving lightly. I had to admire the sure way he went about it. After an intolerable moment of waiting the shotgun boomed out; he flicked another shell in and shot again. The bird was high; it seemed an impossible shot.

The mallard veered off, hesitating in his

Turn to page 19



YEH- NOW DON'T Y'SEE- THE TIMER HAS A CONTACT POINT FER EACH CYLINDER-

Motor Club—an organization which lives and is and has its being in the service it is able to render those whom it aims to serve. Two years of active work for motoring! A long time—yet short! In it samples of what can be done for motordom have received the attention of many.

Commendation letters fill our files; thankful motorists have gone so far as to call on us to personally express appreciation for some service, direct or indirect, performed. Success has greeted our efforts and is continuing to tell the story of organized motoring.

Motordom has extended its hand to the Motor Club of the Carolinas and we are pleased to state that it has been a warm welcome. Members are coming to the organization because of its service and the interest it is evincing in the welfare of motordom; the continual growth, steady and with no boom element, is convincing evidence that the average automobile owner is pleased with his club.

Five thousand members in two years is phenominal; to the man who drives a car there has been a distinct appeal—and we believe faithfully that this appeal has been in the humane service rendered.

A helping hand to the motorist in trouble and the tourist—at home or abroad; a friendly, state-wide functioning organization that makes him feel at home though he drive a thousand miles. Service it is that counts. Let all motordom combine to help write a record in the future that will make history of the past!

FEDERAL LIGHT LAWS

Governmental regulation of the prevailing headlight evil seems to be the only solution of the situation. While prohibition as a word is more or less obnoxious to the average American citizen, to prohibit the manufacture of head-lights not in conformity with federal regulations to be provided, would kill the evil at its source and save the day. Attempts by states to rectify the situation by passing stringent laws—which are technical in nature and hard for the layman to understand—have failed utterly. Then the whole solution, it appears, must rely on federal control.

When you, I and the other fellow put hard dollars into the buzz-wagon of our choice, we would be duplicating effort and energy as well as wasteful if we discarded the head-lights which came with the car to install new ones. It is regrettable to note that the car which comes from the factory, in many instances, has defective head-lights—but if not defective they anyway are not the kind that we like to meet on the highways at night.

HE PAYS AND PAYS

Those who dwell on wagons in the dark should not throw stones—leastwise, not at a bill which is created to protect their lives. The most fool-hardy thing that has happened in a long time was the direct opposition developed by the farming class to the bill requiring this class to place lights on wagons and horse-drawn vehicles. Good men and true continue to appear in the head-lines of our prominent daily newspapers as principal characters in some one-act funerals. This is due directly to the failure of the bill designed to protect the lives of those who fought it.

A huge car running at a rate of thirty miles an hour will easily demolish a good size wagon and kill its occupants—unless fool-luck intervenes. Thirty miles is a reasonable speed, and unless the miracle happens, any driver, however good, cannot dodge both a wagon and a car unless he has some knowlede of where the wagon is located on the road. The argument is all in favor of the lights. Cost might stick its head into the debate, but the rebutal—"How much is a perfectly good life worth to the State" would be sufficint to "can" the argument.

There is no longer a place for discrimination in favor of the farmer. Every effort should be put forth to make the life of the tiller of soil comfortable, but we fail to see reason in the argument that kills the farmer and makes the motorist pay the bill.

SIGNS OF THE TIMES

To be or not to be—a sign that says ten miles to Raleigh and points one way with another just across the road blatently calling the other a liar and contending that it is only nine miles and that Raleigh lies in the other direction. Confusion and more confusion. Millions of signs and none that you could depend upon—and maybe you were five miles from the nearest town. This was a condition and a fact.

All is changed. Signs galore. Intelligent signs with specific instructions to go where you want to go without mis-direction or delay. They are always where they should be. A tribute may be paid to the healthy lad that had the placing of these—and to the hearty mind that planned it all.

" 'Tis harder to be lost in North Carolina than it is to find your way in many other states"—and we believe you, Mr. Page.

ALL ROADS LEAD TO

Made-in-Carolinas Exposition

CHARLOTTE September 22—October 4

The South's Greatest Industrial Show
$15,000 Musical Program
50 automatic looms and machines in daily operation
3,000 Carolina-made articles on display

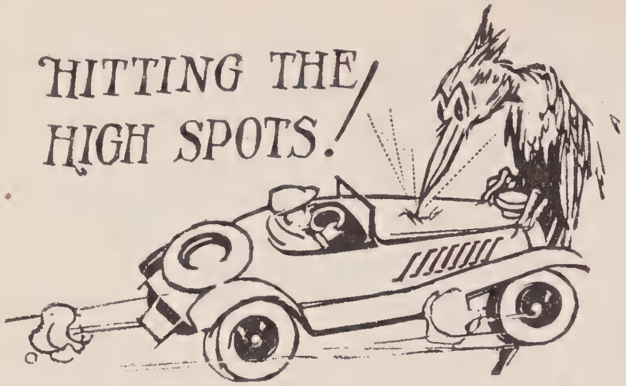
World War veterans' reunion September 25th—Brigadier-General John A. LeJuene, commandant U. S. Marine Corps, will review troops.

Morganton Day September 24
Textile Diversification Day September 26
Fort Bragg Day September 29
Furniture Day September 30
Educational Day October 3

Take the "Lizzie" and the big car and head toward Charlotte any day—*September 22 to October 4*

EVERY DAY A BIG DAY

HITTING THE HIGH SPOTS!



When the horsepower fails the car acts mulish.

One of the very few come-on men to be trusted is the traffic cop.

No man or woman can be a good citizen who is not a careful driver.

There are many fool-proof things; how about a fool-proof head-light law?

Probably the worst fault in driving a car is in believing you haven't any.

Writing is like pulling the trigger of a gun; if you are not loaded, nothing happens.

Sometimes a weak tire gets more fresh air than those folks who go out driving for it.

In some instances not only is the battery charged, but so is the entire car.—**Motor News.**

The difference between camping out and having paperhangers is merely an automobile ride.

As is the usual thing, someone must favor a wagon light law to protect the boob who opposes it.

On the other hand, some officers just pick up another tourist when baby needs a new pair of shoes.

A good place to train Trinity's foot-ball squad—Durham's main street using jaywalkers as dummies.

Have you noticed that the automobile speed artist usually winds up by becoming a landscape decorator?

A governor on the engine is a handy accessory to keep a check on sonny's speed when the "governor" isn't around.

A repairer in a Connecticut city trade-marks himself as "Jack the tire man." If this is going to be a fad "Bill, the repair man" ought to be a popular one.

Mention a "coach and four" to a cake-eater of today and he's quite likely to think you mean a closed car, three blondes and a brunette.

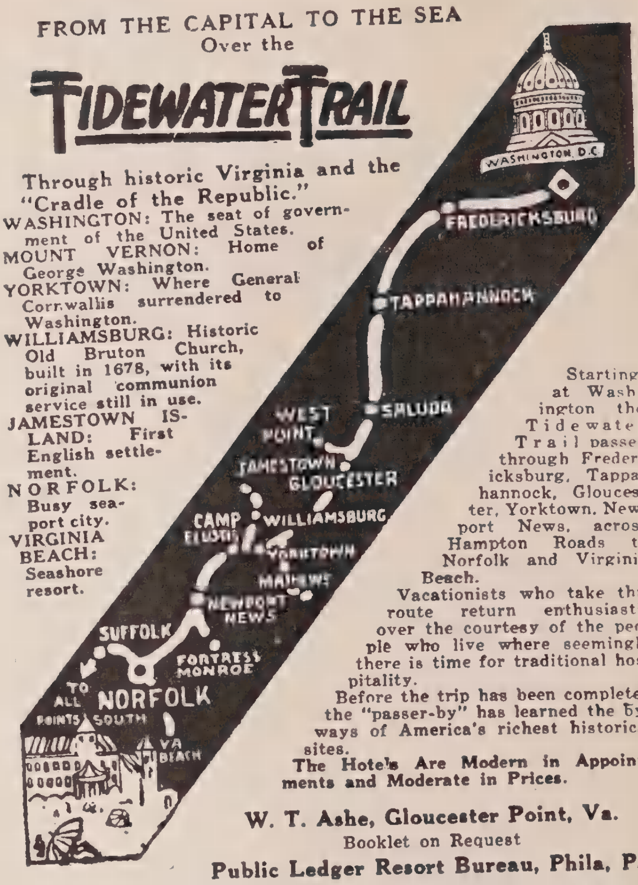
A standard of proficiency demonstrated by actual examination will do much to decrease accidents. Too many incompetent persons are now driving on the highways.

They took me to the country, and they talked of this and that;
I fared not well, my valve gave out, and there they left me flat.

The wisest thing for the pedestrian to do is to watch where he is going.
Even if he isn't going anywhere.
—**Detroit Motor News.**

FROM THE CAPITAL TO THE SEA
Over the
TIDEWATER TRAIL

Through historic Virginia and the "Cradle of the Republic."
WASHINGTON: The seat of government of the United States.
MOUNT VERNON: Home of George Washington.
YORKTOWN: Where General Cornwallis surrendered to Washington.
WILLIAMSBURG: Historic Old Bruton Church, built in 1678, with its original communion service still in use.
JAMESTOWN ISLAND: First English settlement.
NORFOLK: Busy sea-port city.
VIRGINIA BEACH: Seashore resort.



Starting at Washington the Tidewater Trail passes through Fredericksburg, Tappahannock, Gloucester, Yorktown, Newport News, across Hampton Roads to Norfolk and Virginia Beach.

Vacationists who take this route return enthusiastic over the courtesy of the people who live where seemingly there is time for traditional hospitality.

Before the trip has been completed the "passer-by" has learned the byways of America's richest historical sites.

The Hotels Are Modern in Appointments and Moderate in Prices.

W. T. Ashe, Gloucester Point, Va.
Booklet on Request
Public Ledger Resort Bureau, Phila, Pa.

PLAY GOLF
in Winston-Salem!!!

¶ **Second season of Donald Ross, Perfected 18-hole course, 6,342 yards, located in the unparalleled foothills of the Piedmont Section. For scenic beauty and a layout that calls for every shot in the bag, hie yourself hither and take a try at par.**

Excellent hotel and Club house facilities. Professional Golfers of the Carolinas have chosen this course for their qualifying round August 22-23 for the National Tournament.

FORSYTH COUNTRY CLUB
Winston-Salem, N. C.
(Good roads here from everywhere)

It's Not a Home 'till it's Planted
It's only just a house until you have some Roses over the porch, Shrubs for the border, and Shade Trees for the lawn. Let our landscape planners help you. Write us. Also send for our new catalog of ornamentals and fruit trees.
J. VAN. LINDLEY NURSERY CO.
Pomona, North Carolina

SCIENTIFIC DUCK HUNTING

(Continued from Page 11)

driving speed. He slipped sidewise suddenly, dropped, and then seemed to collapse all at once and came tumbling limp and inert clear down to the water of the lake.

Eddie and Pete were coming on the run, Joe was smiling happily. Eddie ran for his waders.

"It's always been my practice," Joe observed, "to take off my pants and go in after 'em, then build a fire and dry off."

"Efficiency, my dear boy," said Eddie kindly, as he crawled into the waders. "This is quicker, easier. You don't run the risk of catching cold. Just watch me." He stepped down to the water's edge. "Not deep here is it?" he asked, and went on in. Eddie was about half-way when a look of distress spread over his face. "Say, these boots are leaking!" he wailed.

My conscience smote me. I remembered that the waders had hung over the top at the time I shot into the tire.

Eddie got the duck and came up the bank, entirely waterlogged and sloshing as he waddled toward us.

We built a small fire, and Eddie took off his trousers and hung them up to dry, wrapping himself in his poncho and shivering meanwhile. He finally warmed up, however, and put on his still slightly damp trousers, and peace and harmony again reigned in our camp. Eddie explained to me why I had missed my duck.

"Don't ever shoot directly toward one," he said. "I mean, right into its face. The flash of your gun warns it, and it can dodge or duck in time to escape." My own private theory, ably supported by Joe, was that the reason I had missed was because I aimed where the duck wasn't. "But can a duck duck?" I asked innocently.

Eddie wouldn't speak to me for several minutes then, for which I was privately grateful. We all got busy loading up our equipment and filling the radiator of the Hearse, which had leaked industriously all this time.

The road, leading north, was nice and smooth. Everything was lovely until we caught up with that cow.

The cow was headed north, the same as we were. Joe, who was driving, had just turned on the lights, and couldn't see very well. The result was that we ran solidly into the south end of the cow. Instantly the lights went out. Pete filled the evening with his lamentations. We couldn't get the lights to work, and it was growing darker all the time.

We drove on, very slow now, for Joe couldn't see the road very well. And it kept growing darker. Eddie and I were in the back seat. Joe must have been driving by the touch system.

At last Pete remembered that he had a flashlight under the rear seat, and suggested that someone ride on the fender and hold that tiny light on the road, but no volunteers stepped forward. Pete said he'd do it, and chose the new fender, as the other one was about ready to break off. He lay down upon his stomach and trained the light on the road, warning Joe at least twenty times to drive slow. We were off again.

It was then that I lost the duck. The honor of carrying it had fallen to me, and my hand slipped and the duck went overboard. Joe stopped at once, and we got out to hunt. Pete stayed on the fender.

It was only a minute before I stumbled over the duck and we started back for the car. Joe, leading the way, kept his hand out, feeling for the car. We walked at least twice as far as we had come before we concluded that something was wrong.

The car wasn't there. We were sure of that. Suddenly we heard a voice ahead.

"You'll bust the clutch, starting in high that way, Joe. Don't you know nothing, Joe? And ain't I told you a hundred times not to drive fast? Say, what's eatin' you, Joe?"

A little moving feather of light showed occasionally ahead of us. Joe stumbled, and Eddie and I fell over him. Again that voice from ahead: "Woof! Didn't I tell you to look out for that bump, Joe? Now, easy,

Tourists and Commercial Travelers Equally Welcome at

BATTERY PARK HOTEL

Asheville, North Carolina

THOSE who journey to Asheville on pleasure bent will find Battery Park Hotel the very hub of all joys and attractions that have made Asheville the mecca of tourists and vacationists. And every facility of entertainment, comfort and convenience, within the hotel itself, has been as highly developed as means and experience can devise.

And those who come purely for business will find equal accommodations and welcome.

Tourists and Commercial Travelers alike, then, are invited to enjoy the specialized hospitality of Battery Park Hotel —in its rich and beautiful new home in the heart of Asheville.

$3 and up on European Plan. $7 and up on American Plan. All rooms with bath. Table d'hote and a la carte restaurant. Popular priced Coffee House under hotel management. Handsome booklet on request.

WILBUR DEVENDORF
Lessee and Manager

Battery Park is a most attractive place for Carolinians for week end outings.

here's another one. Say!" Pete sounded most deeply grieved.

Joe panted from ahead of us: "I didn't set that hand-lever very tight, and the engine was running. She slipped into high and started off. Pete thinks we're all in the car."

We ran. I kept a firm grip on the duck's wing, and followed them. Pete was still complaining.

"Say, Joe, go easy on them bumps," he requested. "Easy, I say. Ouch!" And a little later: "Look out, Joe, you're getting off the road. There!"

"Owing to the construction of this car," Eddie panted, "the wheels will follow the ruts, and it can't get off the road. It's known as a reversible steering gear."

"Shut up," said Joe shortly.

Then it all ended. We were almost up to Pete and his chariot, and could plainly hear his profuse directions to Joe. There was a little muddy depression in the road ahead. The car started toward this, plumped into the hole and stopped dead. We heard a thump and a profane yell from Pete. He had undoubtedly skidded up and over the new fender at the sudden stop, and dived gracefully off into the puddle ahead. We swarmed up over the sides of the car.

"About time you fellows woke up and got out," said Pete, full of mud and indignation. "Joe, drive careful! Like to broke my neck, I did. What's the matter with you?"

We nudged each other. If Pete didn't know we had been out of the car, this was no time to tell him. Even Eddie was silent.

The car wasn't stuck, but merely stalled. Joe cranked it up, and, miraculously, the headlights flamed out brightly. This second jar and stop had brought the broken wire together again. Still, the contact with the cow had made both lights toe in slightly, so the Hearse looked out upon the world quite cross-eyed, with the left light on the right of the road and the right light slanted up like a warning to mariners.

"After all, it was a pleasant trip," Joe remarked expansively. "Throw in that duck, and we'll get to town."

The most miserable feeling in the world is realizing something you've known for a long time. For the past few hundred yards I had dimly realized that that duck was very light, that the wing-feathers I gripped had no weight under them. Now I realized that I held only wing-feathers, and no duck. They all looked at me. I felt a sudden rebellion stirring within me. I resolved that if Eddie told me that the proper and scientific way to carry a dead duck is by the feet, not the wing, I would seize my shotgun and murder him in cold blood.

"The proper way—" said Eddie, coldly, but I stopped him. I reached for the shotgun.

"I think," Eddie amended, quickly, "that we should drive back and pick up the duck. We have lights now, and it will be easy to find. Accidents will happen. Well, it was a pleasant trip, wasn't it?"

KEY NOTE IS DIVERSITY

(Continued from Page 5)

American Legion posts in the Carolinas.

It is expected that cotton mill executives from over many states will be at the Exposition on Textile Diversification Day, September 26. More than 2,000 invitations have gone out from the exposition offices direct to the officials of cotton mills, while a special committee consisting of well known cotton mill men and representatives of large machinery houses is also sending out invitations to a dinner at 6 o'clock Friday evening to about 800 mill executives. Stuart Cramer will serve as toastmaster. M. D. C. Crawford, research editor of the Fairchild publications and editor of the New York Daily Record, will be one of the speakers at this time.

Visitors will be surprised at the great variety and excellence of articles manufactured in the Carolinas. More than 3,000 products will be shown, in beverages, food lines, farm implements and machinery, household articles in every description, stone and clay products, metals.

INDIAN MOTORCYCLE

The universal Police Motorcycle with the left hand throttle control, leaving the right hand of the law free for action.

A competitive demonstration will convince you of the superior qualities of the Indian for police work.

Wire or Write for Demonstration
TILLEY'S CYCLERY
Distributors
Raleigh, N. C.

As in roads there is a difference in engravings and the finished picture in print is as much affected by the quality of the engravings as the comfort of the motorist is affected by the road.
Our business is producing clean, deep etched engravings that print clearly and produce a picture that leaves nothing untold.
Of this, the pictures in the Carolina Motorist and the attractive cover each month are evidence.

BIERMAN ENGRAVING CO.

DESIGNERS
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GREENSBORO, N.C.

THE IDEALS OF ONE MAN

(Continued from Page 7)

was added to the program. This was also written and directed by local talent under the leadership of Miss Alice Page, the guiding spirit of the movement ever since.

"It came to the attention of Mr. Tufts that athletics in the schools were at a low ebb. A basket ball tournament and track meet for boys were instituted. This feature has grown apace until now both boys and girls have their tournaments and their track meets. Poultry, pig and canning clubs were started. Football was added and when the first game was played, there was not a single team in the whole Sandhill section. Now every high school has one.

"Music was almost a lost art until last year when a chorus was organized in each of the surrounding towns and brought together for the first annual Harvest Music Festival last year. It was such a success that a chorus twice as large has been organized this year and a well known oratorio will be given in full. And every singer, including the soloists, belong to the Sandhills. A singing contest by choirs made up of the eight counties in the Sandhills promises to be an interesting feature.

"At present, we are importing some of our features; we look to it that these are the best that can be obtained and that they have some educational as well as entertainment value.

"As an instance of this, we are bringing from New York City three of the greatest trained animal acts ever witnessed in this section. Belmont's eighteen trained stallions, Bruno Radke's Nubian Lions, and Lars Petersen's great herd of Polar Bears. This is the only appearance of these acts in North Carolina and will constitute a land-mark in fair entertainment. The musical feature will be unusually well cared for by the Royal Scotch Highlanders' Band, famed all over the United States. The football program has taken a big jump, and we are to be favored with the Annual Varsity game between State and Davidson. This has heretofore alternated between Charlotte and Raleigh but is now transferred to the Sandhill Fair where it will be played on Friday, October 31st.

"The Sandhill Fair has, in the last analysis, done more toward the development of this section than any other single agency. It is different and means something more than carnivals, fakirs, hootchy-kootchys and what-nots. It has attracted attention of east, west, north and south and the name Sandhill Fair is becoming a house-word hundreds of miles from Pinehurst. Everybody is invited who maintains an interest in the ideals represented in the Sandhill Fair to visit us on October 28, 29, 30 and 31 to enjoy one of our very best programs."

TEAMWORK CUTS ACCIDENTS

(Continued from Page 15)

cientious motorist to slow down at the top of each steep hill and shift into second, not matter how many cars are following and no matter how indignant their drivers appear to be at the delay.

The problem is in developing this group safety. It begins with a consciousness of teamwork. Then action.

Today's the day!

ROARING GAP—ABOVE ALL

(Continued from Page 6)

ful roads converge from all directions. Greensboro, Charlotte, Raleigh, Winston-Salem, Durham and Danville, all are in a few hours' drive.

A new, modern hotel, a lake, golf courses and tennis courts are projected and under way. Representative men of this section will finance the development. Donald Ross has laid off the golf links.

A trip to Roaring Gap will well repay you and bring you a new appreciation of what the Carolina mountains can offer. The club will be glad to advise you the shortest route.

MYRTLE DESKS

Made in North Carolina

Sold *Everywhere!*

We Make Desks for Every Commercial Purpose

Dealers in All the Larger Towns Throughout the South

Ask Your Dealer for Myrtle Desks

DESKS -:- TABLES -:- CHAIRS

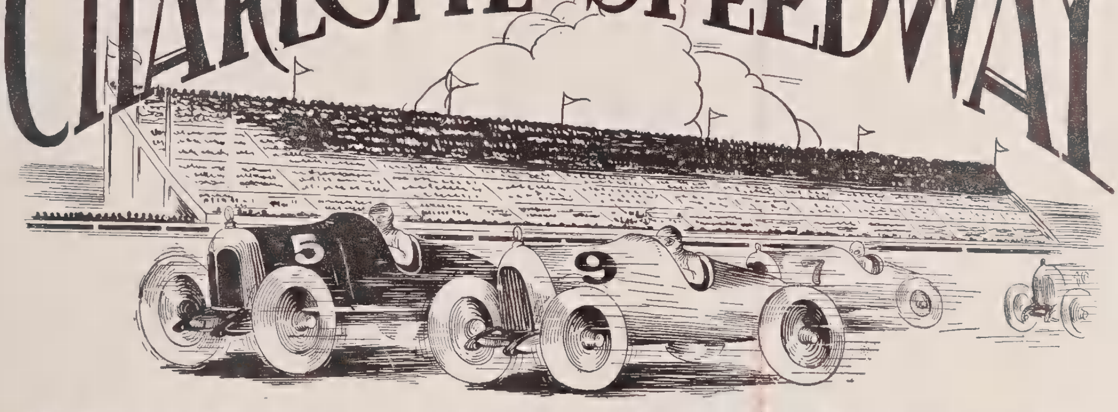
MYRTLE DESK CO.

High Point, N. C.

THRILLS! THRILLS! THRILLS!

OPENING THE

CHARLOTTE SPEEDWAY



World's Best Drivers

TOMMY MILTON — EARL COOPER — HARRY HARTZ — BENNIE HILL—ANTOINE MOURRE—FRED COMER—HARLAN FENGLER

250 Miles Over
1¼-Mile Board Track

$25,000 IN PRIZES

Under the rules and with the sanction of the contest board of the American Automobile Association.
Sanction No. 1525

SATURDAY, OCTOBER 25, at 2 P. M.

PRICES

Which Include War Tax

ADMISSON TO GROUNDS

Each Automobile	**50c**

GENERAL ADMISSION

Adults	**$2.00**
Children 6 to 12 Years	**$1.00**

INFIELD PARKING

Parking Space for 8,000 Cars, per car	**$2.00**

Prices Below Include General Admission

BOXES SEATING 7

First Row Boxes, per seat	**$8.00**	—Total **$56.00**
Second Row Boxes, per seat	**$7.00**	—Total **$49.00**
Third Row Boxes, per seat	**$6.00**	—Total **$42.00**

GRANDSTAND "A"

Reserved Seats

10,000 Numbered Seats, per seat	**$5.00**

GRANDSTAND "B"

10,000 Seats not Numbered, per seat	**$3.50**

Orders for boxes and grandstand seats will be received now at the Charlotte Speedway offices, 28 West Trade Street, Charlotte, N. C., and will continue until the day of the races. All orders will be filled in the order they are received, and tickets will be mailed to purchasers by registered mail within ten days of receipt of order, or you may obtain tickets at Efird's Store in this city.

CHARLOTTE SPEEDWAY, Inc.

CHARLOTTE, NORTH CAROLINA

COMPLETE HOTEL SERVICE

"Made in Carolina"

Hotel Charlotte

Charlotte N. C.

MAKE headquarters at the excellent Hotel Charlotte during the "Made-in-Carolina" Exposition. Here you get the finest example of a new Carolina-made product—hotel accommodations and service of metropolitan perfection, in beautiful new houses, built with Carolina capital, operated by Carolina men and designed to express Carolina hospitality. What you enjoy at Hotel Charlotte is to be found at all Foor and Robinson Hotels—Good Hotels in Good Towns.

Other Carolina Hotels Under Same Direction

FRANCIS MARION HOTEL, Charleston, S. C.—One of the South's great hotels. Lordly and new, with 300 rooms, the Francis Marion is complete in every respect—a Modern Hotel in an atmosphere of tradition and a House befitting Charleston's ideals of hospitality.

CLEVELAND HOTEL, Spartanburg, S. C.—Spartanburg is popular as headquarters for the South Carolina Piedmont section. Highways and railways make all points easily accessible and the handsome Cleveland Hotel with its comfortable atmosphere, modern equipment and good food is the favorite stopping place.

GEORGE VANDERBILT HOTEL, Asheville, N. C.—Asheville's newest hotel, beautiful in design, decoration and appointments, and located right in the heart of the city. Convenient headquarters for business or pleasure. 200 handsomely furnished rooms.

SHERATON HOTEL, High Point, N. C.—A new, fireproof hotel of 130 rooms, elegant furnishings, artistic decorations—a compact little gem, containing every entertaining facility. The excellent table and the hospitable atmosphere of the Sheraton make every visit a home-like pleasure.

O. HENRY HOTEL, Greensboro, N. C.—a house of national fame and popularity, 275 rooms, with the last word in comfortable furnishings. The O. Henry cuisine is perfect. This fine hotel has played an important part in developing the fame of the Carolinas.

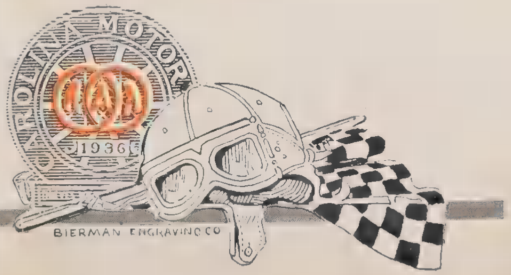
The Foor and Robinson Hotels The Foor and Robinson Hotels *Good Hotels in Good Towns*

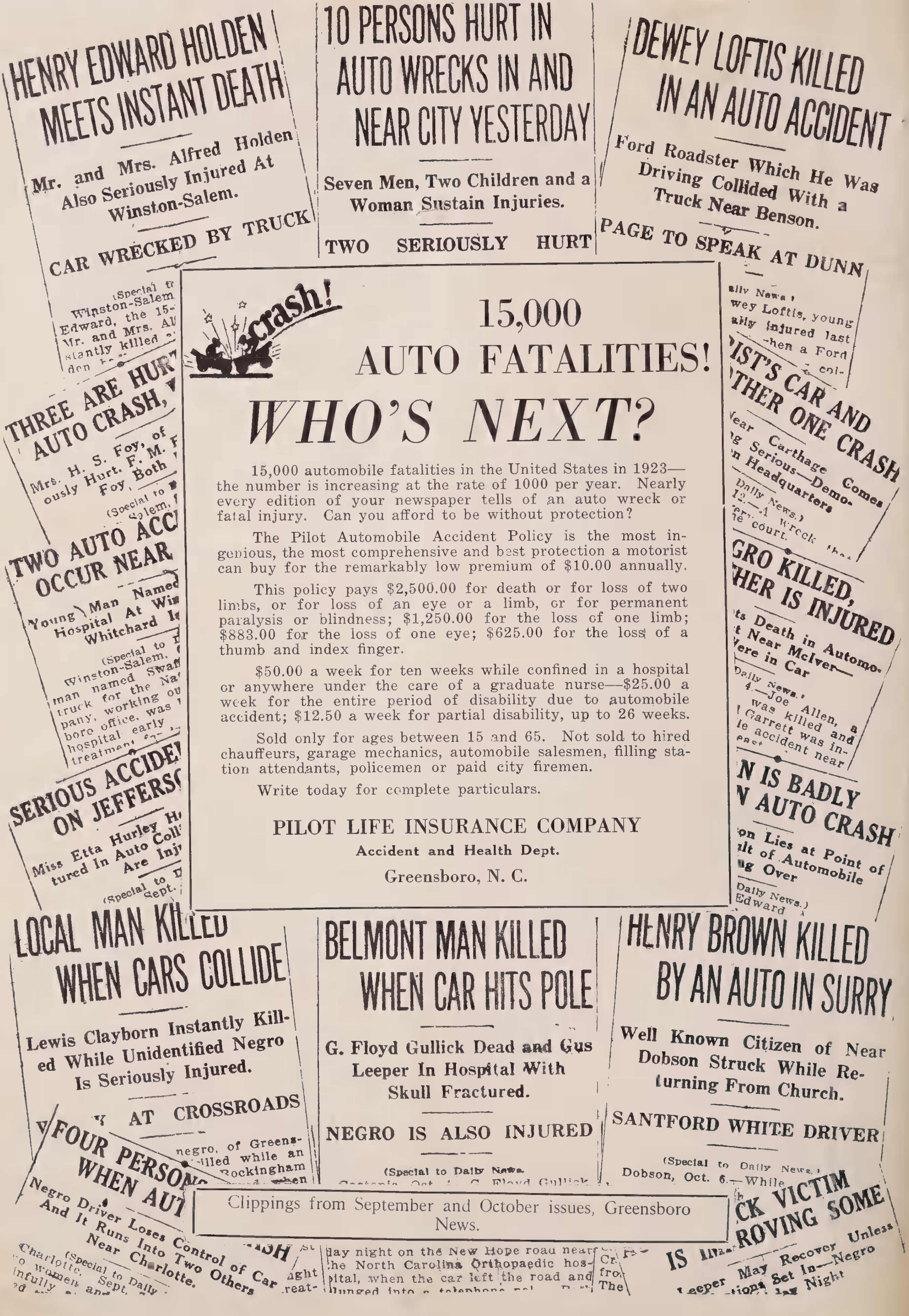
W. H. FISHER COMPANY, GREENSBORO, N. C.

CAROLINA MOTORIST

NOVEMBER, 1924 20 CENTS

Racing Number





15,000
AUTO FATALITIES!
WHO'S NEXT?

15,000 automobile fatalities in the United States in 1923—the number is increasing at the rate of 1000 per year. Nearly every edition of your newspaper tells of an auto wreck or fatal injury. Can you afford to be without protection?

The Pilot Automobile Accident Policy is the most ingenious, the most comprehensive and best protection a motorist can buy for the remarkably low premium of $10.00 annually.

This policy pays $2,500.00 for death or for loss of two limbs, or for loss of an eye or a limb, or for permanent paralysis or blindness; $1,250.00 for the loss of one limb; $883.00 for the loss of one eye; $625.00 for the loss of a thumb and index finger.

$50.00 a week for ten weeks while confined in a hospital or anywhere under the care of a graduate nurse—$25.00 a week for the entire period of disability due to automobile accident; $12.50 a week for partial disability, up to 26 weeks.

Sold only for ages between 15 and 65. Not sold to hired chauffeurs, garage mechanics, automobile salesmen, filling station attendants, policemen or paid city firemen.

Write today for complete particulars.

PILOT LIFE INSURANCE COMPANY
Accident and Health Dept.
Greensboro, N. C.

HENRY EDWARD HOLDEN MEETS INSTANT DEATH

Mr. and Mrs. Alfred Holden Also Seriously Injured At Winston-Salem.

CAR WRECKED BY TRUCK

(Special t
Winston-Salem
Edward, the 15-
Mr. and Mrs. Al
stantly killed
den h

---

10 PERSONS HURT IN AUTO WRECKS IN AND NEAR CITY YESTERDAY

Seven Men, Two Children and a Woman Sustain Injuries.

TWO SERIOUSLY HURT

DEWEY LOFTIS KILLED IN AN AUTO ACCIDENT

Ford Roadster Which He Was Driving Collided With a Truck Near Benson.

PAGE TO SPEAK AT DUNN

ally News.)
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THREE ARE HUR
AUTO CRASH,

Mrs. H. S. Foy, of
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Foy, Both

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TWO AUTO ACC
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SERIOUS ACCIDE
ON JEFFERS

Miss Etta Hurley H
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(Special to D
Sept.

IST'S CAR AND
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Near Carthage Comes
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Daily News.)
12.—A wreck
court.

GRO KILLED,
HER IS INJURED

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Vere in Car

Daily News.)
4.—Joe Allen, a
was killed and
Garrett was in-
le accident near

N IS BADLY
N AUTO CRASH

on Lies at Point of
lt of Automobile
g Over

Daily News.)
Edward

LOCAL MAN KILLED WHEN CARS COLLIDE

Lewis Clayborn Instantly Killed While Unidentified Negro Is Seriously Injured.

AT CROSSROADS

negro, of Greens-
killed while an
Rockingham

BELMONT MAN KILLED WHEN CAR HITS POLE

G. Floyd Gullick Dead and Gus Leeper In Hospital With Skull Fractured.

NEGRO IS ALSO INJURED

(Special to Daily News.

day night on the New Hope road near
the North Carolina Orthopaedic hos-
pital, when the car left the road and
plunged into a telephone pol

HENRY BROWN KILLED BY AN AUTO IN SURRY

Well Known Citizen of Near Dobson Struck While Returning From Church.

SANTFORD WHITE DRIVER

(Special to Daily News.)
Dobson, Oct. 6.—While

FOUR PERSON
WHEN AUT

Negro Driver Loses Control of Car And It Runs Into Two Others Near Charlotte.

(Special to Daily
Charlotte, Sept.
o women and
infully

CK VICTIM
ROVING SOME

IS

Leeper May Recover Unless
tions Set In—Negro
Night

Clippings from September and October issues, Greensboro News.

Ask Yourself—
What is it Worth ?

—To have free Emergency road service

—To have the bond card when away from home in case of arrest

—To recover your car, if stolen through the aid of a $50.00 reward

—To have full membership in the A. A. A. providing the courtesies of clubs all over the U. S.

—To display an attractive radiator emblem—The Mark of Autocharacter

Free Road Maps
Limited Legal Assistance
The Carolina Motorist

—To have the expert information dealing with roads as provided by
THE SERVICE DEPARTMENT

—To have a continuous stream of tourists enter North Carolina, as encouraged by
THE PUBLICITY DEPARTMENT

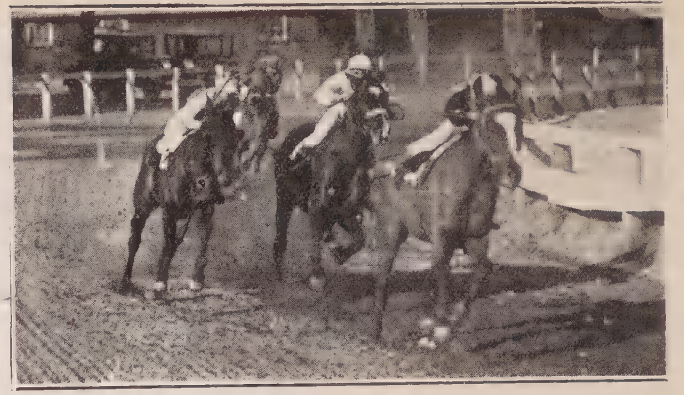
And 38 Branches in as many Carolina Cities
Serving Carolina Motorists

FOR $10 PER YEAR—ALL THIS IS YOURS!

THE CAROLINA MOTOR CLUB, INC.
C. W. ROBERTS, Manager

HEADQUARTERS: GREENSBORO, N. C.

The Annual "Parade of Sates" at the Sandhill Fair



Three Days of Running and Harness Races Starting Wednesday

Sandhill Fair, Oct. 28-29-30-31
Hotel Carolina Opens October 27

Pinehurst verily is the Sport Center of America. The season opens October 27—with a program heretofore unequalled—of golf, tennis, racing, shooting, horse shows, drag hunts, polo, field trials, etc.

To Carolina folks, the opening event is of unusual interest—the Sandhill Fair, representing eight North Carolina counties, with its parade, pageant, fireworks, derby, flower festival, hippodrome, band concerts, singing contest, Royal Scotch Hinghlanders' Band, automobile races, auto polo—something stirring every moment of the four days, and, as a special event, the football game at 3 P. M., Friday, October 31, State College against Davidson.

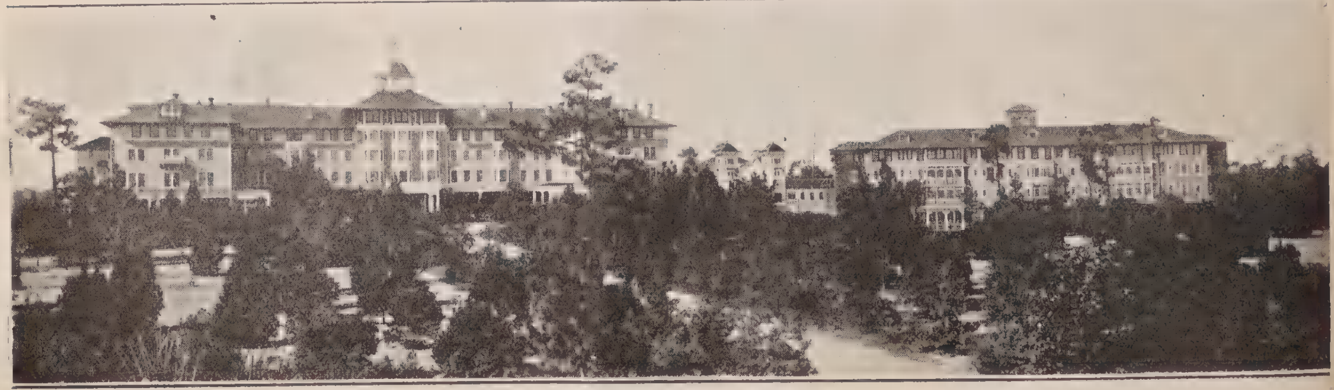
Pinehurst always extends a warm, cordial welcome to Carolinians. Come down for week-ends—stay longer when you can. The road approaches are all in good shape; what detours there are are good in any weather.

Special rates during fair, meals included, per person, per day—two in a room with bath, $6.00 each; without bath, $4.00 each; single, with bath, $7.00; without bath, $5.00.

Southern Berkshire Congress Show and Sale Largest in the East

Amazing Animal Acts Every Day and Tuesday Night

Football—State vs. Davidson. 3 P. M., October 31



Hotel Carolina and Environs

CAROLINA MOTORIST

"The Motor Magazine of The Carolinas"

Published each Month by
The CAROLINA MOTOR CLUB, *Inc.*
"A MEMBERS CLUB—NOT FOR PROFIT"

Headquarters
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Greensboro, N. C.

Branch Offices
in thirty-eight
Carolina Cities

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Twenty Cents the Copy - - Two Dollars the Year

Volume III. November, 1924 Number 1

"The Little Brown Jug"

¶ 'Tis a long way to Dubuque, Iowa—but Ralph L. Jones of that City called 'tother day to express his appreciation of membership in the Carolina Motor Club. Mr. Jones travels the Southern territory for Midland Chemical Laboratories and has a distinct use for his card.

¶ And speaking of places where we are not sure but that you need a passport to get to, Missouri, which state has an active automobile club, had a member in North Carolina recently. He had car trouble which is unusual in this state, we admit, but which nevertheless happened. He called the C. M. C. official garage and obtained emergency road service. How's that for friends away from home?

¶ Mrs. John W. Furrh, a North Carolinian who strayed 'way out to Texas, has written the "fog-horn" department of the club that her club in Marshall is to shortly stage a North Carolina day. She desired some facts and figures as to the progress of of the Old North State—a thing we ain't doin' nothin' else but!

¶ Not long ago, in fact two months, we reported that Justice of the Peace W. M. Persoll of Rocky Mount was an active mail-order justice—and we now arise to apologize in response to a letter from our friend and member Mr. Francis E. Winslow, an attorney at Rocky Mount. Mr. Winslow states that they have no such mail-order court in his town and after going into the matter, we find that Justice Persoll dwells in Rocky Point—an error in printing! Mr. Winslow, who is a member of the law firm Battle and Winslow, evidenced the kind of interest in this matter that makes the work of the Carolina Motor Club most effective. If responsible parties in every locality would interest themselves in these things, Motoring in North Carolina would soon rid itself of parasities who are illegally enforcing a law.

¶ It all boils itself down to the fact that the best and only thing for the motorist to do is to watch what he is doing—even if he is not doing anything. The same applies to the pedestrian, of course. The other day we noted an item which read something like this: "Less than two pounds pressure is required to open automatically a new automobile bumper into a net to catch folks who may be run down." If drivers are going out after pedestrians with a net it is only a question of time when they will be telling about the big one that got away.

¶ An interesting little lady came in the other day. She said she owned a big popular make car on which the dealers place a guarantee and had been advised that no membership in the club was necessary. But she recited a story of being out one evening when a tire gave out—tires have a way of doing that, you know. And she found that the dealer guarantee did not cover that class of trouble. "Please let me have a membership," she said wistfully.

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YOU KNOW IN ADVANCE

Dodge Brothers Dealers realize that a car's good performance is no longer the sole basis of an owner's good will.

It is equally essential that dealers give good service.

Because of this, they employ the Flat Rate Service System, which insures accurate work at a fair, predetermined price.

When you leave your car with a Dodge Brothers Dealer for service you know just what work will be done, when it will be finished and what it will cost. There are no unpleasant surprises in your bill.

You know in advance.

CHAS. E. LAMBETH MOTOR CO., Inc.
Charlotte North Carolina

MC ELWEE-TEMPLETON CO., Inc.
Raleigh North Carolina

MEBANE-ROSSELL-CRESS, Inc.
Greensboro North Carolina

Wm. Meade Prince 1924.

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CAROLINA'S GREATEST SPORTING EVENT

Thrills Attendant Upon Initial Races on Carolinas Greatest Speedway Drawing Fans by Thousands From Every Part of The Country

By Henry F. Dougherty

ON October 25 of this year, big league automobile racing will be introduced to the south at the Charlotte speedway. The thrill of speed has ever dominated the human race. No matter in what age, speed has ever been a mania. The cave man, gripping his gnarled club, raced with his rivals for possession of a maid. The noble Romans once upon a time rambled recklessly in their chariots for honor, money and glory. Horse racing has stirred the pulse of human enthusiasm since the days when the nomadic Arabs began to cross the sandy plains of Arabia. Once upon a time it was yacht racing. Now the motor boats swirl and careen and slash through the waters. Baseball is a game of speed. Football sends its gladiators down the field as fast as human monentum can propell them.

Huge bowl whereon riding demons will hurtle with mighty power.

But the most thrilling of all these is the automobile race—a speed chariot on four wheels hurtling around an oval track roaring with mighty power—ever onward like a streaking thunderbolt, with more thunderbolts crashing in its wake.

Therefore, it is a great honor that comes to Charlotte—an honor that is the result of the most progressive spirit ever exemplified in the south—to introduce to the region the nation's most thrilling sport.

The racing cars to be used on the Charlotte track are the same cars that have roared to glory and fortune at Indianapolis, Los Angeles, Kansas City, Altoona and elsewhere. The drivers who will pilot them are the same famous lads who have been making racing automobile history for many years.

There are Tommy Milton, Earl Cooper, Bennett Hill, Fred Comer, Antoine Mourre, Harry Hartz, Harlan Fengler, Phil Shafer, Red Cairens and many others who will help christen the Charlotte track. There will be Fred Wagner, the most famous starter in the United States today, whose genius will preside at the tracks all during the races.

The Charlotte speedway is a board oval track one and one-quarter miles long. The speedway association is offering a purse of $25,000 to the drivers. The distance of the race will be 250 miles. At no time from start to finish will the drivers ever be out of sight of the spectators. Accommodations for 75,000 people are being provided. The grandstands will seat approximately 22,000, and there will be space in the infield for 55,000 more, Also, the infield will accommodate 8,000 automobiles and outside there will be parking space for 10,000 more cars.

Fred Wagner and the drivers have already reached Charlotte. In their trial spins they have found the track as fast as any ever built, and with further acquaintances with its turns and banks, they believe that some established speed records will fall by the way on October 25.

The writer of this article expects to see on the Charlotte speedway one of the greatest races in the history of the auto racing game. I think the entry list is more evenly balanced than at any other previous event, with the exception of the recent classic in Fresno. None of the drivers, with the exception of Milton and Cooper, are heads and shoulders above the field, as has been the case in previous contests. All are fine performers, and any of them is likely to win. Only motor trouble or tire trouble or an accident will prevent anyone of them from finishing.

That the race will be the biggest sport event ever staged in the south, and that it will be attended by the largest number of people that ever congregated for any sport event in the south, seems assured. Reservations for seats have been made by race enthusiasts from 20 different states in the Union—or all the way from California to Connecticut. Taken all in all, it's going to be quite some affair, and don't you forget it.

Experts say that this track will develop more speed than any other board track in the world—and that's saying a great deal. But Carolina has followed its reputation and to show progress in sports as well as in industry. This is a big event, this race business.

MORE SERVICE TO MOTORISTS

By C. W. Roberts

Every problem involved in the operation of a motor vehicle is the concern of the Carolina Motor Club.

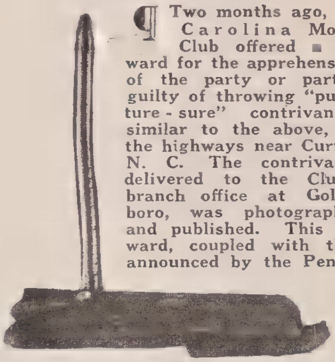
Foremost in the minds of all motorists at this time is the desire to decrease accidents on the highways, and it is certain that this cannot be done merely by new legislation or by the adoption of new local ordinances. Yet may proper legislation help a long, long way.

Just what, in this line, does the motorist of North Carolina want? That is the question our legislators will ask. Men are elected to the State Legislature to help enact laws the people want and that will be of the most benefit to the greatest number. The only possible way these law-makers have of ascertaining this is through an expression of the people. The motor club is the only State wide organization of vehicle owners in the state and it is to this body of motorists that the legislature will look for the information as to what the motorist wants.

A number of district meetings will be held over the state between now and the time the General Assembly convenes and at these district meetings we hope to have a good representation; in addition to the meetings we want to get the expression of members on the subjects most prominently suggested. A card is to be mailed for return by each member.

The pre-eminent position occupied by the Carolina Motor Club is largely due to the loyalty and co-operation of its members. As John Peacock of High Point said to me the other day: "The thing that most impressed me with the motor club idea was the great Club they have in California. We can do the same thing here if all car owners will come into the Carolina Motor Club and support it. In time, we can be strong enough to do anything the motorist wants done in this state." This is exactly our position; our services and usefulness is limited only to the co-operation we receive from our members and the car owners who should be members. A great organization cannot be perfected over night.

THIS BIRD GOT HIS!



¶ Two months ago, the Carolina Motor Club offered a reward for the apprehension of the party or parties guilty of throwing "puncture - sure" contrivances similar to the above, on the highways near Currie, N. C. The contrivance delivered to the Club's branch office at Goldsboro, was photographed and published. This reward, coupled with that announced by the Pender County Commissioners brought the guilty party to "taw" and J. Early Malpass, a white farmer, has been sentenced to four years for the deed.

¶ It was shown that Malpass had been placing these instruments of tire-destruction on the highway near his home for a period of three months, and was caught in the act of placing several blocks of wood, through each of which there were three filed nails, on the road.

¶ He was apprehended by two young men, Z. L. Hunt and E. M. Vernon, both of Currie, to whom the reward has been paid. They were assisted in the matter by Sheriff Arthur W. King of Pender County. Glass, tacks, nails and all sorts of specially prepared contrivances were used by Malpass in his work of destruction.

REIDSVILLE'S MODERN HOTEL

Possibly one of the first several small towns which have enterprisingly erected hotels for the comfort and convenience of their traveling population, Reidsville announces pride in the "Hotel Belvedere." The hotel is modern in every respect, having a capacity of 300. Is is an approved hotel of the A. A. A. and the C. M. C.

OWNER AND DEALER WILL DISCUSS MOTOR LAWS

A series of district joint meetings of the members of the Carolina Motor Club and the Carolinas Automotive Trade Association are planned for the winter months for the purpose of discussing needed legislation affecting the motor owner and dealer of North Carolina. The first of these meetings will be held in Charlotte at the Chamber of Commerce at 10:30 Thursday morning, October 23. Notices have been mailed to the members of the two organizations in that district, and a good attendance is expected.

Legislation to be desired by the dealer and the motorist will be discussed, and the program of work for the motor club and the dealers organization worked out for presentation of a tangible set of motor laws at the next session of the General Assembly. The research files of the two organizations are being completed with sets of laws from every state in the Union affecting every class of motor vehicle.

Members are expected to take an active interest in these meetings, as considerable correspondence is kept up each day between officers and members relating to needful legislation.

SANDHILL FAIR GETS VARSITY FOOTBALL

Championship high school foot-ball will be replaced this year at the Sandhill Fair by the annual classic between Davidson and N. C. State, according to the announcement of Charles W. Picquet, secretary of the Fair Association. Untiring efforts of the association management to continuously improve the type of entertainment presented at the fair makes possible the Varsity game.

Winston-Salem and Charlotte each have selected a day, and a cortege of cars will make up the stream of motor vehicles annually parked on or near the fair grounds in North Carolina's famous winter resort. Greensboro will send a committee to attend the fair this year with the purpose in mind of asking for a Greensboro day in 1925.

Auto Polo and Auto Races are scheduled for one day during the fair, while the pageant of Sandhills Progress is an annual treat much enjoyed by both those who dwell in the Sand country and those who recall the pioneers in the development of what was known as North Carolina's poorest country. The features of the fair are highly educational as well as keenly entertaining.

PLANTING ON STREET CORNERS DANGEROUS

Regulations regarding planting at the intersection of streets and highways in North Carolina will probably be urged upon the State Highway Commission at the district joint meetings of the Carolina Motor Club and the Carolinas Automotive Trade Association to be held throughout the winter in the various district centers designated by the organizations. Accidents which have been the direct result of the "blind" corners caused by the growth of planting are daily reported through the press and in its program of safety work, the Club will urge the regulation of this planting.

Recent legislation has been placed upon the books of North Carolina prohibiting the bill-board fiend from placing these structures where they may obstruct the motorist's vision and hamper him in the safe driving of his automobile. The sign-board "evil" is the subject being discussed before the National Automobile Chamber of Commerce and in this legislation, North Carolina gives proof of its further progress.

Laws enacted to reduce accidents should be preceded by regulations which will do away with the physical barriers which are responsible for many of today's accidents

ROARING GAP NOW REACHED BY GOOD ROAD

A Wonderful Road Leads to the Summit of This Famous Mountain Where Finest Mountain Scenes May be Viewed---Roaring Gap to Become a Great Resort

By Frank P. Morton

ONE of the outstanding effects of good roads in North Carolina is that natural beauty spots, scenic wonders, were made more accessible to the people; not only to the native North Carolinians but to the thousands of tourists visiting the state each year. Every season sees the development of new resorts, surrounded by the inspiring beauty of North Carolina scenery and all reached by marvelous roads.

Looking Toward Virginia Peaks

View of Golf Course From Hotel Site

A perfect mountain had has at last made it possible to reach the summit of Roaring Gap, long considered one of the most beautiful mountains of the Blue Ridge, but neglected heretofore because of its inaccessibility. But a good road leading to its very top now attracts hundreds who drive up to enjoy the mountain view supreme.

From Roaring Gap are disclosed tens of thousands of acres of rolling farm land, stretching as far as the eye can see. Another vista presents sights of rugged mountain peaks. The play of lights and shadows on the mountain slopes, covered with the red and gold of Autumn and the vivid green of the pines, is a huge, colorful picture. As you stand enchanted, it seems, you can see sun rays penetrating through a rift of the clouds, lifting some peak in prominence. It appears that Nature, herself, takes this method of pointing out her manifold beauties that none might be overlooked.

Added to the glory of this mountain picture is the feeling of suspension mid heaven and earth—and then you realize the grandeur and majesticalness of Roaring Gap.

Roaring Gap is to become a great resort, an ideal vacation playground. With an altitude of 3700 feet it has a dry, breezy climate eight months of the year. Therein lies one of its remarkable advantages. While most resorts must be content with a very short season, Roaring Gap may be enjoyed double the time of the usual resort season.

An active leader in Roaring Gap is Leonard Tufts, founder of Pinehurst, and under his direction the ultimate in resorts will be developed at Roaring Gap. The grounds are now being laid out by expert landscape gardeners. Golf courses are being built under the personal direction of Donald Ross.

A fine hotel is to be built. A marvelous lake, well stocked trout streams, bridle paths, tennis courts, polo field and all that goes with a premier resort will be other features of Roaring Gap.

Membership shares—200 in all—are being sold in Roaring Gap and the purchaser has the privilege of choosing a building lot. Less than 50 of the 200 shares remain available. If you would partake of this opportunity for investment—this opportunity for a mountain home of your own, write W. G. Jerome, fiscal agent, Roaring Gap, Inc., Winston-Salem, N. C. for complete information. No obligation whatever.—Adv.

North Carolina has attractions for motor travel unsurpassed—anywhere!

TWO YEARS OF SERVICE

It Sort of Makes a Fellow Feel Good When Folks Write Him Generously Congratulatory Letters---Thanks Awfully, Old Topper!

"Words without thought are dead sounds; thoughts without words are nothing. To think is to speak low; to speak is to think aloud."
—Max Muller.

A COUPLE of days absence from the office and the correspondence that requires immediate attention has grown with unprecented rapidity. When one settles down on his collar bone to wade through the accumulation, with thoughts buzzing about like a swarm of bees, the relish of running onto what is commonly termed a "commendatory letter" is highly comforting and more than appreciated. As I sit with my eyes on the signature my one thought is always that this man, out of a thousand, has taken up his pen or called in his stenographer with the idea of making my work lighter by having me know that it is appreciated.

It is, then, a pleasure to work with such an organization as the Carolina Motor Club. In all my organization experience, never have such letters of appreciation been more frequent, prompt or forceful. When the letters come to me, they are promptly answered with thanks. But even then, one cannot feel that he is through with these voluntary contributors to one's peace of mind and satisfaction. This feeling, probably, is responsible for this article.

In pouring over the most recent letters, I find the kind expression of W. B. (Buck) Merrimon, former district governor of Kiwanis and head of the insurance company in Greensboro that bears his name:

"I want to take this opportunity to again extend my congratulations to your good self and associates on the splendid work you are doing in North Carolina. I read the Carolina Motorist from cover to cover and appreciate the valuable information that every issue contains. Every motorist in the state should become a member of our club, and I shall be glad to use my best efforts to secure some members for you in the future."

Such generous and gracious letters are encouraging. Folks have varied ideas of the advantages of an organization such as this one, and to be perfectly frank about it, I do not believe I could say just which of the various services rendered by the Club is of most service. But C. H. Chamblee, of the firm M. C. Chamblee and Sons, general merchants and cotton buyers of Zebulon, N. C. has a decided opinion on this subject:

"If there was nothing else, what the Carolina Motor Club is doing in acquainting tourists with the many natural advantages of our state, is a progressive move worthy of the support of every one who is interested in our State's development. My check for membership renewal enclosed."

Needless to state, we appreciate the letter nearly as much as we appreciated the check which we found reposing so quaintly 'neath its folds. And speaking of checks, this is another that makes the heart glad:

"It gives me great pleasure to remit my annual dues as you are doing great work. I believe every motorist who can spare ten dollars without actually going in want for sufficient food and clothing should join. Keep the good work up, I am with you, both pocketbook and soul."

Since this letter came from a clothing merchant, Mr. H. W. Lehman of Durham, N. C., managing the Kronheimer Company of that city, it is doubly effective and appreciated. To flatter oneself is immodest, but what is there to prevent my quoting the following letter from Wekley Ruth, a jeweler of Shelbyville, Tennessee:?

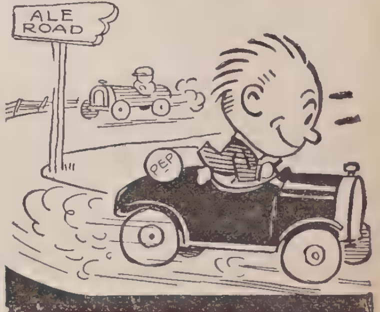
"I have just read your excellent article 'The Eyes of the Man Behind the Wheel' recently printed in the Carolina Motorist and now reprinted in the Optical Journal of March 27th. I congratulate you upon this article—it is fine and to the point. It is so good that I would very much appreciate your permission for me to use it in full or in parts for a letter or folder advertising my optometrical department."

Sometimes we write folks asking them what they think about it all, and I feel that that is perfectly alright. Of course, when these letters come back, they tell a distinct story. So long as the story is such as Mr. C. J. Angle of the firm of Angle & Moesser, building construction, Greensboro, tells, we feel that the right road is the one we are on:

"I have your favor of the 30th, and carefully note what the Carolina Motor Club is doing for its members. While it has not been my pleasure to call on you for any service, I note with a great deal of interest what your club is offering, and I heratily commend your service to the people of Greensboro and North Carolina, and I want to assure you that you have my best wishes and heartiest cooperation in the kind of work you are doing."

Our safety work has carried us along into the realm of kiddies, and this is what attracted the eye of Doctor R. C. Williams, physician and surgeon of Wallace N. C., who writes that:

"I will appreciate you sending me between 250 and 500 copies of the little story 'Boys and Girls: Help prevent Accidents' to put in the hands of the school children



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STATE POLICE AND HIGHWAY PATROLS

Sixteen States Now Have Motorcycle Police Patroling Highways---Pennsylvania, New York and Massachusetts Corps Found Efficient and Effective

By Bert Q. Tilley

SINCE the days of the old Pennsylvania State Constabulary, interest has been centered around them, rather than the North West Mounted Police of Canada, whose operations were too far off to bring home a full realization of their wonderful work and many hardships.

From the inception of the Pennsylvania organization, they have been watched carefully by not only those opposed to its establishment in the state, but also by the officials of every other state, who saw the possibilities, but who were "from Missouri," in so far as wanting to be shown was concerned.

Throughout the long years of state police work, nothing but the highest kind of praise has been given by the press of the country, and by organized labor, who at first were under the impression that this State Force was purely military, to be used against strikes and therefore opposed its organization strongly.

It took but a short time for other states to realize the value of such a force, and one by one, they have fallen in line until today, there are sixteen state police and highway patrols doing valiant duty throughout the country, with legislative activity in other states.

¶ Here is a splendid article on the most important subject facing motordom today. Whether we are to have safe highways, free from such outrages as was recently perpetrated by certain Federal officers, together with petty mail orders arrests, will be decided by the next session of the General Assembly. Inform yourself on this important subject! Read the article.

When the first state police organizations were formed, the automobile was in its infancy, good roads few, and highway congestion outside of the large cities, practically unknown. The rapid expansion of the automobile business, and good roads everywhere, developed speed maniacs, drunken drivers, and the advent of the crooks of all classes covering the highways in high-power cars, who had previously confined their efforts to the metropolitan districts. The answer was obvious, for unless the officers had a means of overtaking the fastest automobile, his efforts would be useless, and crime would increase rather than be held in check.

The first step in this direction was when Massachusetts put on 125 motorcycles to patrol the state. Next came Pennsylvania with 150 motorcycles in the form of a highway patrol, separate from their State Police, and within the past few weeks, New York State has formed a highway patrol, separate from their state police, and have placed an initial order for 100 motorcycles for this service.

The results obtained by Massachusetts may well be seen by the following statement from General Alfred F. Foote, Commissioner of Public Safety, dated March 15, 1923:

"During last year the force had approximately forty machines in active operation. They covered 302,000 miles making some eight hundred arrests in cases from murder to small misdemeanors. There was approximately fifty thousand dollars worth of stolen property and fines recovered for the citizens of the Commonwealth. They visited practically every town in Massachusetts from time to time during their service. Violations of Motor Vehicle laws were over three hundred in number. The persons warned for viola-

More than 125 of these fellows operate continually over Pennsylvania Highways. (Inset) The spick-and-span uniform with emergency equipment represented on the Massachusetts Constabulary.

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SOME MOTOR HAZARDS

Romantic Race for a Kiss Has a Distinct Appeal---The Day of the Terrible Windshield Bathing Beauty

By Burton Quale

¶ Clipped instances at once humorous and pathetically wrong are generally of interest. Of course, one cannot blame this young man accepting the challenge; and the graceful perfect curves of the beach beauty has distinct qualities of ornamentation. These are still hazards, and can be considered such.

SURELY anyone would do it, but it is reported just as another hazard of the road. When a beautiful and vivacious young woman drives up alongside your car and challenges you to a race with the stakes a kiss against a box o' modernized gumdrops, who wouldn't pick up the gauntlet? It happened near Greenville, N. C., and is chronicled by the News and Observer of Raleigh. It seems that a touring car and a coupe, the former containing a "young man, who by the way, is well known for his charming, gracious and attractive personality," and the latter carrying two young ladies, none the less favored by nature's gift of beauty, had passed and re-passed several times. The challenge made and "she threw discretion into the discard." The News and Observer tells the story breathlessly, as it were:

"Then for some several minutes people passing, gave them the wide, wide road and wondered why the seeming haste of each car to pass the other. None knew that the speed of the motors were as sloths compared with the human hearts that raced behind. It was a see-saw, a neck and neck race, with first the kiss and then the box of candy in danger of being lost. Just as the cars neared Greenville the young man passed the coupe, and when he reached Five Points he stopped to receive his wager. And wonder of wonders the inconsistency of womankind was betrayed and he received the coveted reward. But it happened this way: it appeared that she was going to pass him by, whereupon he called her a piker. She replied "come and see." The young man did a Bill Hart stunt, cleared the car, running board, street and all at one bound, and was close unto the coupe, where he received such a kiss from a most fascinating young woman, as he will never forget. Only one she gave him, that was the limit of the bet. She had lost, but being a good sport she paid in the coin of cupid, and sped away."

And John Charles Bradshaw, writing for the Detroit Motor News, discovers and reports another hazard in the manner following:

"Who hasn't seen the windshield bathing girl, in her suit of red and as full of lovely curves as the young ladies in the front row of the Ziegfield chorus? She has been in every State in the Union, in all the cities, all the small towns and graced the glass of half the rural flivvers in the U. S. A.

"And now she is causing more trouble than a live bathing girl. She has assumed such importance that she is all but classed as a feminine outlaw. She vamped the country, but she vamped too well. In Boston war has been declared against her, and in other cities the police have ordered her scraped from the windshields. Perhaps, with winter coming on, it was just as well.

Carolina Mountain Roads traverse picturesque valleys and through regions of unequaled beauty.

"Where did she come from in the first place? The Rochester, N. Y., Herald ruthlessly attempts to dig up her past life as follows:

"Somewhere, some time, a motorist picked up a poster with a bathing girl on it. Probably this was an advertisement of a summer resort. He stuck the poster on his windshield and went his way. Somewhere, some time, he passed by a nimble mind and the nimble mind saw the bathing girl sticker and had an idea. The nimble mind immediately had printed thousands of the bathing girl stickers and put them on sale wherever motorists passed.

"Immediately," the Herald goes on to say, "the roads of the country became processions of bathing girls that adorned the windshields and back windows of countless automobiles."

"But here the Herlad begins to mark the downfall of the bathing beauty. Some cruel man's sense of comedy saw the slim girl, and brought out a rival, the fat girl. "Immediately," the editorial adds, "all the automobiles that heretofore had been decorated with svelte bathing girls became adorned with the girl of extreme corpulence."

"In a more serious vein, the Rochester paper says "the whole bathing girl craze and its spread is typical of present-day

"America, where we have become dangerously susceptible to hand-me-down ideas and second-hand ingenuity. Shrewd manipulators of public opinion exploit the herd instinct in us. We wear popular opinions exactly as we adorn our cars with bathing girls. This is the age of standardized and quantity production, and we are proudest of all of the standardized American. The men who start and foster popular fads, either mental or of the more concrete bathing girl type, invariably have something to gain thereby.

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MORE HIGHWAY COMRADERY

Dollar Bill Comes Before Duty in too Many Cases---Selfishness Result of Ignorance of Rules of Automobile Game

By William Ullman

IS highway comradeship passing? Old timers say that with everybody doing it motoring is not what it used to be. There are some who contend that many persons on the highways are not even civil and that the almighty dollar has taken the place of common decency.

¶ When automobiles were considered speeding at 15 miles, and when dusters, goggles and other paraphernalia were worn by the heroic figure operating the benzene buggy, motorists were moved by a comradery—a certain feeling of friendliness now lacking among those who drive a car. Let's revive it!

If the stories recited by motorists who have suffered highway troubles be typical of conditions it would seem that the time has arrived for conscientious motorists to rise up and do something to check a most unwlecome development. There are so many people on the highways nowadays than a mile of motoring reveals all varieties of human nature. We cannot change human nature, but the humane motorists can make it very unpleasant for the other kind.

There was a time when any motorist would stop to assist a comrade change a tire. Today there are thousands of motorists who will openly laugh at the man in trouble.

It was not so long ago that the average motorist would offer his services to a comrade who had run out of gas, whereas under the advanced system of the day the man out of gas is out of luck unless he has taken the precaution of joining hands with the comparatively small body of men of his community who are working toward better conditions with the aid of their automobile club.

Matters appear to have reached a serious stage when a motorist will demand payment for the loan of his fire extinguisher. When motorists are in jeopardy—and suffering—the motorist who thinks in terms of dollars and cents is quite as undesirable as the speed fool or the road hog, and the time is coming, many believe, when there will be a way to cope with him.

The other night a motorist was returning from a shore point when he was halted by a new motorcycle officer because the car's tail light was out. Pulling over to the side of the road the owner raised the hood to examine the fuses and foolishly struck a match. Gasoline had leaked out of the carburetor and vaporized in touching the hot engine. There was an immediate explosion, burning the owner's face rather seriously and setting fire to the car. In the confusion that followed one driver was found to have a fire extinguisher which he rather reluctantly offered.

When the fire was extinguished he actually asked the suffering owner whether a dollar would be about right to cover the cost of refilling the extinguisher.

Route twenty winds through Madison County along a never-ending series of primative scenes.

The owner, bewildered and angered, informed the Samaritan that if he would come to the office the next day the matter would be settled. He'd buy a new extinguisher if necessary. It is an actual fact that the owner of the extinguisher went to the office and, finding that the owner was home in bed, called up the house to say that he had no intention of extending thirty days' credit.

The motorist who tells this story had been driving cars since 1904. In all his experience he had never witnessed so glaring an example of lack of highway comradery. He says that many persons cannot stop to give aid along the road because they have aged, timid or nervous passengers in the car, but he feels that there is no excuse for the man who allows a dollar to stand in the way of duty.

While still suffering from his facial burns the motorist in question received another jolt from those whom he had regarded as his highway comrades. Noting that a farmer's car stood in the side yard where his incapacitated machine stood smouldering the motorist offered to pay five dollars to have his wife, his children and himself taken home. The distance was ten miles over a stretch of wide concrete. The farmer had nothing else to do. It was a pleasant evening. But the farmer thought that five dollars was not enough.

The motorist did not reach home until two o'clock the next morning, having been obliged to await the arrival of a brother who also towed home the car and administered first aid. Several hundred automobiles passed by while the motorist and his family waited.

The other day a driver started to make a left turn without signaling. The driver of the car behind managed to stop in time a avoid a crash and was obliged to run up on the curb in order to do so, narrowly missing a tree. A woman in the rear of the car ahead, suspecting that the other car had been damaged, leaped out of the car and gave way to an emotional outburst that might have

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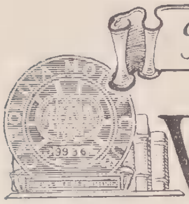
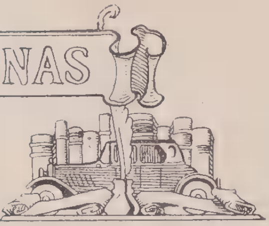




The MOTOR MAGAZINE of The CAROLINAS

Where the Editor Parks

COLEMAN W. ROBERTS, Editor

STATE CONSTABULARY NEEDED

The proposal that all officers permitted to make arrests on the highways of North Carolina be in uniform has been greeted with favor. The bill is being investigated and from the depths of committee functioning will perhaps come a state constabulary or highway patrol, and this will be very acceptable to the folks who are traversing the roads of the Old North State. The success of these organizations in Massachusetts and Pennsylvania is recorded on another page of this issue of the motorist and if one-fifth of the success reported may be obtained in this state, the thing is worth a trial.

The State press is united in the affirmative, and the Greensboro Daily News declares that:

"There is no question that some sort of action should be taken by the state with a view to affording protection to Motorists in North Carolina. There is much to be said for the suggestion of the Carolina Motor Club, that no officer be given the right to hold up a car on a state highway unless he is in uniform. But that would not affect the federal prohibition enforcement officers, who have lately been causing more serious trouble than any other forces. . . .

"It is the prohibition enforcement men who are perpetually being mistaken for highwaymen, and who too often prove that they are little better by shooting wildly into passing cars. The legislature of North Carolina has no control over them. . . . "

This is agreed, and the question is well taken. But the purpose of the police patrol, besides eliminating petty arrests by mail order and methods in which fines are based on the time recorded from Jones' house to a certain tree, should be to protect motorists. And in such protection, it would be the duty of a patrolman to prevent "wild-shooting" or "hold-ups" even were the "highwaymen" merely prohibition officers.

A Pittsburgh judge has ruled that everyman's car is his palace, and cannot be searched without a warrant properly executed. The patrol should be in position to stop the sort of thing that is making night motoring in North Carolina the perilous undertaking that it now is.

* * * * *

TOURING NORTH CAROLINA

Seeing the several cities of North Carolina by bus or train or automobile is becoming more and more pleasant as the van-guard of engineers, contractors and surveyors lead the way. Trails are being blazed permanently in North Carolina and to an extent that is little realized by citizens of the old North State. Gradually Frank Page's men are closing up the little gaps and creating new projects, and the ultimate so long and devoutly wished is creeping upon us. The very first thing we know North Carolina will be converted into a net-work of fine roads—and motoring will be permanently a pleasure.

The little-felt gas tax is working wonders. Two or three or four cents on gas per gallon is just the difference between coming home with tires as good as new and a body that is still all together—and vice-versa. This is interest on your investment in good roads.

* * * * *

BLUE-LAWS COME AND GO

Greenwood, South Carolina, finding popular sentiment against it, has lifted the ban on Sunday gasoline. This move will probably be condemned by blue-law proponents, but it is nevertheless a boon to motordom. And now that the Greenwood pendulum is swinging back the other way, it is possible that you may even buy soft-drinks in that fair city on the Sabbath. Greenwood experienced the period of the blue-law bolshevik and is now returned to the days when a tired motorist may get a club sandwich and oil or gas regardless of the calendar. But Wilson, N. C., has decided to try the blue-law program out. And so the motorist will meet in Wilson the ban that was once in Greenwood. What a pity that all Carolina cities cannot have the experience at one time and have done with it!

* * * * *

DON'T KID YOURSELF

Tourists who do not affiliate with their home motor club should not continue to kid themselves along that they may receive the free services of other clubs. A recent ruling at the twenty-second Annual Convention of the American Automobile Association prohibits any member club from giving free information to motorists who cannot show the card of his home club. The day of the "information moocher" has passed.

If the applicant has no home club, it will pay him to organize one. The service charge for information at various points along his route, if it be an ordinarily long trip, will more than pay his dues with a regularly appointed Three-A club. The "information moocher" is now subjected to organization legislation as the "road-hog," his blood-brother, is subjected to governmental legislation. Soon, very soon, things will be on an equitable basis!

CWR

MOTOR CLUB TOUR BOOK READY

Is Complete Log of Main Traveled Highways of the Two Carolinas

DARDEN ALLEN has completed the Carolina Motor Club Tour Book of North Carolina and transcontinental routes. . . . The book will be off the press by the time this issue of the Carolina Motorist is in the hands of those who are to read it. Thousands of miles were covered and thousands of hours have been spent in the preparation of this complete log of main traveled highways, both in North Carolina and along the routes frequented by tourists going either north or south, east or west. And this book is to be given as a part of membership in the Carolina Motor Club absolutely free to members!

But if you want the book, you must call at the office of the club. It will be given to you freely, and sold to others for $1.50. Tipped in at the front, there is a map of North Carolina highways, showing those completed to November 1. The back of the book contains a folded index map of all Southeastern routes and trunk line connections, making it a simple process to find just the tour you wish to make.

Darden Allen, famous pathfinder who has just completed Tour Book for members of the Carolina Motor Club.

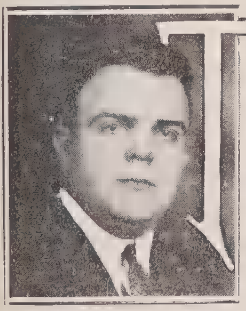
While cost of preparing the book has been high, members who are scheduled as such on November 1st, will be entitled to receive one free. A card will be mailed to each member calling attention to this service.

With the increase in membership in the Club, and the consequental increase in revenue, new services are being added. The policy and practice, "A members' club—not for profit" is being carried through to the letter. Your Club and your service. Increase of the 5 mile emergency road service limit to 10 miles is another evidence of this service, which came from the officers of the organization voluntarily.

Mr. Allen's work in connection with the publication of this book has been complete and accurate. Careful checking of routes published previously, and a detailed record on his two-speedometer-car, make possible the most accurate routing. Having logged thousands of miles in the United States and Canada, and having toured a great many foreign countries, Mr. Allen is well acquainted with all types of roads, prevalent weather conditions and other matters which enter into the proper routing of tourists.

JUSTICE FAVORS STATE PATROL

Says Cooperation with Federal Prohibition Officers will Solve Problem



By O. W. Duke, Justice of the Peace

THE practice of securing evidence and arresting speeders by measuring a distance on the highway and checking speed by the old stop-watch method should be a thing of the past—but: What are officers to do when citizens constantly complain that their lives and property are endangered daily by speeders that go whizzing by their doors in hundreds? Can the officer afford for this violation of our state law to purchase a motorcycle and uniform and out of his own pocket? They cannot, for they are also process servers and have a thousand other duties to perform. Can they afford to patrol the highways, day by day? They cannot; for they are all on the fee basis, and it is a known fact that after a few motorists are arrested on a certain road by a uniformed man on a motorcycle, the fact that he is there will travel faster than a choice piece of scandal in an old maid's sewing circle. In the course of a few days of patroling that certain road it will be safe to say that the motorist while in that vicinity will observe the law to the letter.

The motorist who was out of gas or from motor trouble becomes stalled at some forlorn spot on the highway would feel secure in the knowledge that in a few minutes a capable man sworn to enforce the law would pass to render him what assistance needed.

Liquor traffic would suffer to such an extent that in a few months the liquor hauler would be looking for new fields in which to operate. Can we reasonably expect a constable or any officer to furnish a car, gas, oil and time, perhaps risk of losing his life, all for the fee of $1.50 for the arrest of a liquor hauler?

A certain deputy sheriff in Guilford County was recently heard make this remark: "I know of 25 men in this county who are selling and hauling whiskey. I could secure enough evidence to convict any of them in one week. I know it is my duty, but I also have a family to support. My duty to my family is first. I cannot afford to take a week and pay all expenses for the fee of $1.50 paid for conviction." He might add, too, that in case the "hootch" dealers put up a bond and decided to forfeit, he would get nothing at al. His fee comes only with conviction. This, in a few words, gives us a very good reason as to why there are not more liquor men arrested.

While I pursued the duties of an officer of the law, any number of good folks asked me if I did not know a certain man was selling liquor. In many cases, I was forced to answer that I was pretty sure of it. The next question would invariably be "Then why in the name of seven little devils don't you arrest him?" The answer is that the officer might have nerve enough to say to the Judge: "Here is a man I am almost certain is bootlegging," but I doubt it. My friend "Mike" Caffey, county jailor, would have that officer to board and lodge for at least ten days. You have to have facts and a number of them to land a liquor dealer.

The unpopular practice of Federal Prohibition Enforcement Agents of stopping law-abiding citizens to search their cars never occurs where there

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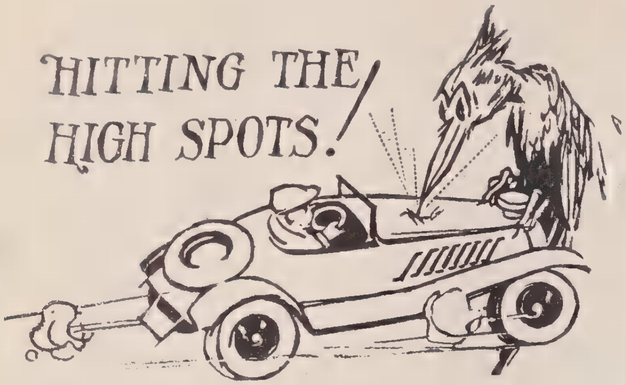

HITTING THE HIGH SPOTS!

We can remember when golf was fashionable. Now it's vocational.—Life.

An experienced driver is one who knows that 99 per cent of his experiences are still ahead of him.

There are times when the difference between heaven and earth is only the thickness of your brake lining.

The old-timer who died with his boots on was a bad man; the modern is a pedestrian.—Shreveport Journal.

There are three classes of girls—those who roll the eye, those who eye the roll and those who roll their own.

Traffic cops have agile minds and on windy days when college girls are down town, traffic goes on just the same.

To the man who has just crossed a traffic laden street, Ceaser did nothing much when he crossed the Rubicon.

A man may be as old as he feels, a woman as old as she looks, but a car is as old as it rattles.—Detroit Motor News.

As a general rule the individual who persistently burns up the road seldom sets the world on fire.—Detroit Motor News.

"Get-rich-Quick Wallingford" had nothing on the "bird" who established branch junk-shops at important grade crossings.

A man who can speak six languages has just married a woman who can speak three; that seems to be about the right handicap.—Punch.

A few more million cars on the highways, and the famous chicken won't cross the road at all, although it may start.—Detroit Motor News.

Of 181 autmobiles received by dealers at Shanghai, China, last May, 126 were from the United States, 35 from England and three from France.

A government census would probably show that there are more people in this country today who have been kicked by a motor car than by a horse.—Detroit Motor News.

A strange feature of the grade-crossing situation is that the railroad companies seem bent upon keeping us all from being killed while we don't seem to mind whether we are or not.—Columbus Ohio State Journal.

The difference between the young woman who uses her powder outfit while crossing the street and the man who reads a newspaper while crossing the street is that both are on their way to the hospital and don't know it.

PURCHASING *for* PROFIT

PROFIT consists as much in saving as in making money.

When you buy insurance don't overlook the saving that mutual insurance can make for you.

Mutual insurance as a substantial, responsible business enterprise is gaining favor every day of every year. Far seeing property owners are coming more and more to realize the possibilities of the principle of co-operation as applied to their insurance problems.

Are you realizing on our saving?

Use Coupon Below

to get a proposition of mutual insurance for your property. Our companies save you from 25 to 40%!

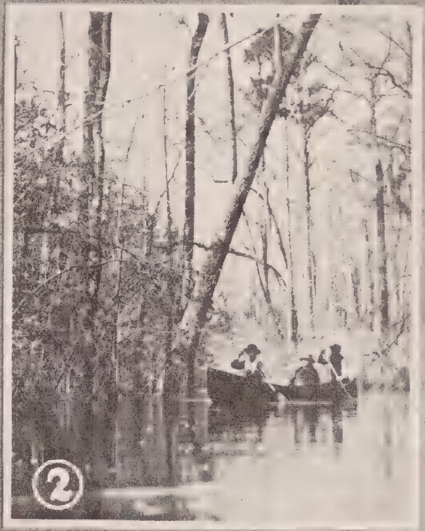
Automobile
Mutual Insurance Agency
Incorporated
Greensboro, North Carolina

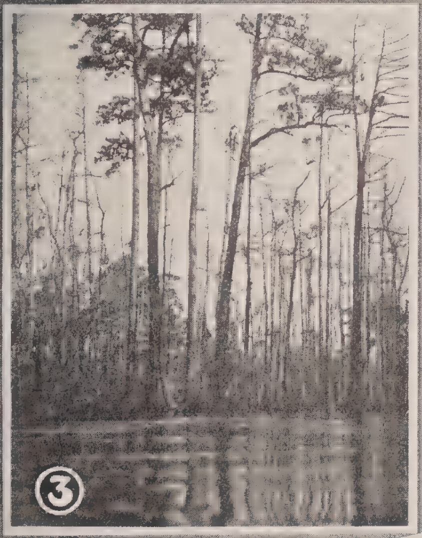
I am interested in saving money on the following insurance:

Name: ______________________________

Address: ____________________________

Property: ___________________________





(1) Rodman Wanamaker of Philadelphia joins James Boyd, author, on a fox hunt near Southern Pines, N. C. (2-3) The Pinehurst Canoe Club on the picturesque Lumbee River is a favorite picnic spot in the Sandhills. (4) Leaving the tee on the eighth hole and (5) making a close put on the 13th hole of the beautiful Southern Pines Club courses. (6) Hunt-breakfasts are popular social features of Sandhills life.

Remember that if you pull up the emergency brake and catch it, thus locking the wheels, you might as well take your foot off the service brake. If the wheels are locked the best thing you can do is to unlock them and apply the brakes so as to keep from sliding.

The long trip can be made far more enjoyable if a ing on the trip. A few 100-mile jaunts during the two little practice in long distance driving is had before start- weeks prior to a long trip will put you in trim for 200-mile driving better than anything else. The first 100 miles are the hardest and if you can skip over them "just as you did the other day" the trip will not be so fatiguing.

Ever notice that when you pass another car on a hill, particularly if it has more or fewer cylinders than yours, your own car seems to make a most peculiar beating noise? This is simply the difference in the speed, firing and vibration of the two engines, and is no reflection upon the perfection of your own. Just a case of two motors that beat as two.

Most motorists would conclude that if the vacuum tank strainer were clogged with sediment, or if there were a partial stoppage in the gas line, the engine will starve for gas quicker when idling than when running fast and creating a strong suction in the vacuum system. But this is not the case. The engine, under such adverse conditions, will idle perfectly because it is running in fuel that is already in the vacuum tank and past the obstructions. When it is accelerated the fuel that is already in the tank soon vanishes and the engine, in depending upon a new supply, encounters difficulty in drawing more gas through the line.

There is a tendency to forget that you cannot allow such a wide variation in pressure for ballon tires as you can for regular cords. For instance, whereas a margin of fifteen pounds of air does not make much difference one way or the other in a cord tire that is moderately inflated, a full balloon tire may be entirely too soft or too hard if only eight pounds below or above the recommended pressure. To get the best results from balloons it is important to keep this essential difference in mind.

JUSTICE FAVORS STATE PATROL

(Continued from Page 13)

are rural police. These men know who the liquor men are and a blanket search warrant (John Doe) is not needed. They are usually anxious to work in haromny with the Rural Officers because of the knowledge they have of the situation.

The Carolina Motor Club, wishing to make motoring in the Carolinas safe and better in every way, could not go wrong in urging the County Commissioners over the state to exercise the authority vested in them by the special session of the legislature. The County may appoint Rural Police, and in selecting them, care should be taken in the type of men selected. Good men with experience are needed. "Tea-hounds" or "Cake-eaters" will not do. Get men who can approach people with a smile and plenty of courtesy. They should be polite but firm. With this class of men patroling our highways, I am sure we will do away with wholesale mail arrest and, at the same time, have a just enforcement of the law.

LOOK
AUTO SUPREME OIL
for the Sign of the ORANGE DISC

Motorists will always find a hearty welcome and prompt service with THAT GOOD GULF GASOLINE and SUPREME AUTO OIL

"At the Sign of the Orange Disc"

GULF REFINING COMPANY

GOLDSBORO DEALERS

By H. E. Parker

A modern automobile laundry is to be erected in High Point by the Wilson Motor Company. Mr. G. F. Wilson, the proprietor states that a complete job will be turned out in ten minutes with the equipment being installed.

The Goldsboro Garage and Motor Transport Company, dealing in Buick, Goldsboro, has just moved into a new and modernly equipped building. The Taylor-Buick Company of Raleigh, closely following suit of the majority of the Buick dealers of this state, is completing a handsome new building and expect to occupy it this month. C. P. K. Company, of Burlington, another Buick oragnization is now erecting its future home.

Joseph R. Williamson heads a new concern, Jos. R. Williamson, Inc., which has just taken over the Ford agency in Goldsboro. Mr. Williamson has been in the Ford business for ten years, and for nine years was directly connected with the Ford Motor Co. W. H. Tucker is to handle the service department of the new organization. We foresee a large measure of success for the new organization. Mr. Williamson believes that the Club is of inestimable value to the dealer as well as the motorist, and backs it up with his membership.

The A. H. Handley Motor Company had three or four car loads of new model Chevrolets on the floor, when visited recently. "They won't be here long," said Mr. Handley, "it isn't a very unusual thing for us to sell a car load in a day." In the course of the conversation Mr. Handley said his shop does not aim to furnish service to other cars, "but we do aim to take care of Chevrolet owners with real service—all the time. We want to be listed with the live wire dealers and motorists of the State—as a member of the Carolina Motor Club."

Brown Auto & Supply Co., Studebaker sales and service representative, has been awarded, exclusively in Goldsboro, full membership in The Society of American Automotive Dealers. Mr. H. H. Brown reports brisk demand for the new Studebaker Duplex as well as the 1924 models. His chief difficulty right now is to get the cars, he says. Mr. Brown shows a keen interest in the Club and the Trade Association and in all probability will be lined up with both organizations in the near future.

CHARLOTTE HEADQUARTERS

By L. E. Black

Joseph G. Fitzsimmons attended the Board of Directors meeting of the Automotive Equipment Association in Chicago, September 25, 26 and 27.

Wade Montgomery attended the meeting of the Southern Jobbers' Credit Men, Jacksonville, Fla., week of Sept. 22.

John Parks, representing the Sparks-Withington Company, will attend the Chicago show as the guest of that company having established a record in the sale of Sparton horns.

The General Motors Acceptance Corporation will open a branch office in Charlotte on November 15, it is announced. All matters pertaining to the financing of General Motors products in the Carolinas will be handled through this office. Thirty peope will be employed handling between twelve and fifteen million dollars annually. C. S. Richards is to manage the affairs of the corporation.

Ethredge Motor Sales Company, progressive Charlotte concern, is erecting two new buildings to house its growing business. One of these, designed especially for Ford service, will be provided with a runway from the first floor to the roof. Testing and parking space has been provided on the top, while the second and first floors will be used for service. The other building will constitute the first exclusive Lincoln station in the Carolinas, with Lincoln experts in charge. It is said to be a model of neatness and efficiency.

Modern in every respect, the new building to be occupied by the Pyramid Motor Company of Charlotte on or about the 15th of November is to be one of the most efficiently equipped in North Carolina. A ramp will be substituted for elevator service and every foot of available space utilized. The roof will be used for storage, the second floor for service while the first floor will be the show room of the organization.

(Turn to Page 18)

pletely absorbed the stock carried here and with a special exhibition planned on the advance six-series, it was only through Nash owners that the event was held. The situation is rapidly being corrected in the increased production at the Nash factories and orders placed promptly may expect reasonable deliveries.

* * *

GASTONIA ACTIVITIES

By R. V. Williams

The early fall business with the dealers of Gastonia and vicinity started up with a whiz and a bang the first week in September judging from the new cars that were sold during that week—more than fifty cars. Among these were several new trucks sold by the Ford and Dodge people to the County to be used for the transportation of children to and from school.

Campbell and Mathews, Ford dealers, Clover, S. C., a few mlies south of Gastonia, have recently moved into their new building located in the heart of the business section which is one of the most modern, all-around equipped sales rooms and service stations in this section.

The frosty feeling in the air and approach of cold weather is sending hundreds of tourists to the South and our garages, filling stations, eating houses and hotels report these tourists are liberal spenders. Gastonia extends a hearty welcome to the motorists to come through, stay long, make yourselves at home and park where and as long as you please.

* * *

STATE POLICE AND HIGHWAY PATROLS

(Continued from Page 9)

tions, in which the officer did not deem arrest necessary would probably amount to over a thousand.

Since General Foote made the above statement, he has increased his fleet to 125, which bears out his contention regarding the number of motorcycles needed.

Commenting on the second anniversary of the Massachusetts State Police, the Springfield Union says:

"It is felt the patrol system has more than met expectations, and no person that has the highways at all under scrutiny will dispute that its vigilance has become a potent force in curbing reckless driving and enforcing justice against various types of lawbreakers. Those that at first were inclined to inveigh against it have been silenced by its consistent efforts to promote the public safety. Times have changed since agitation for a State Constabulary had its beginning in this state.

"Now that we actually have a mounted police force, the man on horseback is little in evidence. In his place is the fleet motorcyclist, equipped to bring wrongdoers to book. Constabularies of other states are rapidly being

A competitive demonstration will convince you of the superior qualities of the Indian for police work.

Wire or Write for Demonstration

TILLEY'S CYCLERY
Distributors
Raleigh, N. C.

As in roads there is a difference in engravings and the finished picture in print is as much affected by the quality of the engravings as the comfort of the motorist is affected by the road.

Our business is producing clean, deep etched engravings that print clearly and produce a picture that leaves nothing untold.

Of this, the pictures in the Carolina Motorist and the attractive cover each month are evidence.

BIERMAN ENGRAVING CO.

DESIGNERS ZINC ETCHINGS

STATE POLICE HIGHWAY PATROLS

(Continued from Page 18)

rural population, but to the city man who would enjoy the use of the State highways in a due measure of safety, it is no less an agency to be prized. For that reason it seems assured of liberal support."

The United States Census Bureau of Washington, D. C., released to the press a report on 85% of our population, which shows that in 1923, 11,666 human lives were lost thru automobile accidents, or an increase of 1500 over 1923, to say nothing of the many times this number who were crippled or injured, of which the Government has no statistics.

In contrast with these figures we find that in Connecticut, Massachusetts, Washington, Maryland and West Virginia, where state police or highway patrols are in force, the loss of life was much smaller than in the states not so protected. The City of New York, with its terrific amount of traffic, shows a reduction which is attributed to this protection afforded the public. The State of Connecticut showed a loss of 280 lives and 17,000 motor accidents for last year, which has resulted in the police officials asking for an increase of men and motorcycles to curtail this loss of life and property.

The loss of life and property damage by automobiles, has already been added to our national hazards of fire and theft, and is occupying the minds of our best traffic and police experts, who view with alarm, the ever increasing dangers of highway travel.

The code of the New York State Police, as laid down by Major Warner, may be used to answer the requirements of other similar organizations. It is:

"Be an interpreter of the law to those who question it—an upholder of those who seek its protection—a relentless enforcer to those who seek to break it. To be successful you must be popular, and to be popular you must be honest, courteous, and fair. Give a maximum of protection with a minimum of interference with the rights of citizens."

The men doing state highway service may be classed as young, bright-eyed, capable officers, who have been selected by a process of elimination, and who have been carefully schooled and trained under strict army discipline to fit them for their work. They are subject to duty all of the twenty-four hours of the day, and are guarding and guiding you thruout the summer, as well as winter. Their presence on the highway should give you a feeling of security, and not resentment, except to the intentional violator of the law.

Every time a state trys to pass a bill creating a state police or highway patrol, the uniformed will always visualize a terrible expense of added taxes, and can only see another burden for the public.

Lieut. A. B. Moore of the New York State Police, shows that the operation of that force cost nothing in 1922, and that it netted the State Treasury $81,000 over and above what had been appropriated to maintain them. During the year, $1,000,000 worth of property was stolen from persons in the rural districts. The State Police recovered $983,213.00 worth of this property, and $158,603.00 in fines were put into the State Treasury.

In 365 days, 344 automobiles were recovered, nearly one a day. The result of training is responsible for 14,166 arrests in 1923, of which 91% were convicted, 3% discharged, and 6% still pending. In addition to these, 13,992 cases were investigated, in which no arrests were made. This surely argues strongly in favor of the fine judgment of the officers.

In most organizations the men have had previous military service, which is a wonderful aid in the disciplining of the officers.

The duties of the state officer consists of checking and preventing crime, and the apprehension of criminals, which is done in a straight-forward, dignified, courteous manner.

With the need proven, the effectiveness acknowledged, and the expense nil—why not have protection in North Carolina?

MAKE YOUR CAR
LOOK YOUNG AGAIN
WITH DUCO!

DuPont Duco, the finish which is the outstanding sensation of the automotive industry is now available for refinishing automobiles.

Used as standard by eleven manufacturers on more than thirty-five models, it is the ideal material to renew the original beauty of your car.

Charlotte Duco Finishing Co

Chralotte, N. C.

DU PONT DUCO

W. H. FISHER COMPANY
INCORPORATED

PRINTING
ENGRAVING
DESIGNING

P. O. BOX 393 PHONE 134

GREENSBORO, NORTH CAROLINA

SOME MOTOR HAZARDS

(Continued from Page 10)

"Thinking for one's self has become almost a lost art in America. We paste a bathing girl on our mental windshield and let it go at that. Obscured mental windshields are in the way of becoming a national menace."

Practicaly everything is laid at the door of the automotive industry and along comes the Charlotte, N. C., Observer with the statement that automobiles have taken away the bread-and-meat of the Ostrich industry. Says this paper:

"In 1913 the export of ostrich feathers from South Africa reached an annual total of nearly $15,000,000. Now it has dropped to less than a tenth of that sum. Ostriches have been allowed to die or have been shot because they are not worth their keeping. The breeding of new birds has virtually stopped.

"The reason is said to be in the increasing use of open automobiles. Women cannot wear ostrich feathers on motoring hats. Therefore the industry is ruined."

It is generally conceded that pedestrians need advice, both before and after taking the jolt received in the life of one out of one hundred walkers, but we doubt if the advice given by the Newark, N. J. News is exactly what one should follow. It handed us a laugh, and we are passing it on to you:

"Getting off a trolley car, run around the rear end without looking. Maybe nothing is coming.

"Execute a little folk dance of indecision when caught in the middle of a busy street. Drivers like an occasional opportunity to test out their brakes.

"When walking along the country road take the right hand side. Then you cannot see the cars coming your way, and what you dont' know can't harm you.

"Always try to walk in front of a car just as it is starting to climb a hill. This will cause the driver to shift into second gear and save him from straining his engine.

"If you see a horseshoe or a broken bottle in the street, leave it there. It will not be your tire that picks it up.

"A car parked by the sidewalk is a good thing to lean against while waiting for one's wife to come out of a store. Owners like this, as it enables them to try out the various polishes which are on the market.

"Don't miss an opportunity to stand around and watch a stranger while he is changing a tire, and offer any suggestions you chance to think of. Friendly acts like this keep drivers from getting nervous.

"One of the pleasantest summer diversions is giving drivers wrong directions. Nobody has any business to own a car, anyhow.

"Stand up close while cars are passing on a rainy day. If you get splashed you will have a fine chance to tell how little consideration drivers have for pedestrians."

———o———

Stray Wolf, an Oklahoma Indian who had become rich in oil, bought an expensive automobile and soon had an accident on the public highway. Bruised and limping, he came into the local salesroom, carrying a pocketfull of money. He wanted another car and explained the loss of his original purchase in this way: "Drive out big red car. Buy moonshine. Take drink. Step on gas. Trees and fence go by. Pretty soon big bridge come down road. Turn out to let bridge go by. Bang! Car gone. Gimme 'nother."—Exchange.

* * *

Judge: Name?
Defendant: Sparks.
Judge: Occupation?
Defendant: Electrician.
Judge: Charge?
Defendant: Battery.
Judge: Put him in the Dry Cell.

* * *

As an urchin was entering her dressing room to deposit some laundry, the actress smiled and asked: "How did you lose your teeth, sonny?"

"Shiftin' gears on a lollipop."—Cleveland Times.

Hotel Belvedere
REIDSVILLE, N. C.
MODERN COMFORT

FIRE PROOF
100 ROOMS OF SOLID COMFORT

Tourist and Commercial Travelers are welcomed here

The excellent table and hospitable atmosphere of the Belvedere will make your visit a pleasure.

C. J. Blanchard, Mgr.

It's Not a Home 'till it's Planted

It's only just a house until you have some Roses over the porch, Shrubs for the border, and Shade Trees for the lawn. Let our landscape planners help you. Write us. Also send for our new catalog of ornamentals and fruit trees.
J. VAN. LINDLEY NURSERY CO.
Pomona, North Carolina

HOWARD-HICKORY NURSERY
Hickory, Catawba Co., N. C.

¶ Plan to visit us as you go to the mountains. A glad-hand will be extended you.

Reduced Round Trip Railroad Fares

TO

Charlotte Speedway

Grand Inaugural Opening, Saturday, Oct. 25th, 2 P.M.

250 MILES

NEW BOARD TRACK IS COMPLETED

$25,000 PURSE

World's Famous Drivers Are Now in Charlotte—Roaring Around the Oval Daily, Tuning Up for the Big Opening Classic

Under the rules and with the sanction of the American Automobile Association. Sanction 1525.

Reduced Railroad Fares to Auto Races

From Virginia, Georgia, Tennessee, South Carolina points on sale on all railroads October 23 and 24; from North Carolina points on October 24 and morning trains of October 25. Final limit all tickets October 27.

Southern railway system will operate shuttle train service from Charlotte to speedway all day Saturday, October 25. Round trip fare 75 cents.

Three hard-surface roads lead directly to speedway.

GRANDSTAND $5.00

Grand Stand Seats and General Admission

INFIELD $2.00

Buy your tickets now. Don't delay. Tickets on sale at Charlotte speedway offices, 28 West Trade Street, Charlotte, N. C.

Charlotte Speedway, Inc.

CHARLOTTE, NORTH CAROLINA

GOLF!

Play the New Carolina courses, a different one every Saturday if you like.

The Sheraton, High Point

GORGEOUS!

Blazing Autumn foliage makes a week end tour of the Piedmont something to remember.

Every Carolina city that has a Foor and Robinson Hotel has also a fine new golf club house and one or more modern golf courses. Start in at High Point and play a different course every week-end this fall. The Hotel looks after everything for you—guest cards, transportation, if you wish, and the delightful aftermath—a fine dinner and a comfortable room.

The George Vanderbilt, Asheville

A Three Day Tour

For a thrilling three day trip in the season of the Autumn leaf, drive through the rolling Piedmont to Asheville—and return by another route. You can stop every night at a famous Foor & Robinson Hotel. The George Vanderbilt, Asheville; Cleveland, Spartanburg; Hotel Charlotte, Charlotte; O. Henry, Greensboro; or Sheraton, High Point.

The Foor and Robinson Hotels

The Code of all Foor and Robinson Hotels is Anticipation—Everything Foreseen—Everything Provided—and all in a Cordial Atmosphere of Refined, Subdued Elegance, without unreasonable cost. You can enjoy week-end sports about the Carolinas without having to pay resort hotel rates.

CAROLINA HOTELS
FOOR AND ROBINSON DIRECTED

Sheraton, High Point—New nine-hole course, long and sporty, being increased to 18. New club house. The Sheraton is an architectural and decorative gem—beautiful, complete.

George Vanderbilt, Asheville—Two of the best courses in the South, open all winter. Newest and a shade the finest of all Foor and Robinson Hotels. Atmosphere distinctly social.

Cleveland, Spartanburg—Good course and club, and, at the Cleveland, immaculate hotel accomodations, plus delightful dining room service. In sight of the Blue Ridge.

The Charlotte, Charlotte—Two 18-hole courses, both fine. A most complete new hotel, 275 rooms, coffee shop, servidors, etc. Suggestive of Broadway.

O. Henry, Greensboro—Handsome 18-hole course, new $80,000 club house. A hotel famous for food, service and cordial good cheer that set the standard of Foor and Robinson hotels.

Francis Marion, Charleston—Golf is perfect here all winter, Charleston a city of many charming attractions. The hotel a lordly, new, 300-room house, with every entertainment feature, par excellence.

Good Hotels in Good Towns

CAROLINA MOTORIST

December, 1924

Now For Less Than 3 Cents Per Day

You Can Get an Accident Policy for Your Kiddie

A liberal form of insurance covering all accidents to children at a remarkably low premium. Issued by a strong, reliable company.

$10

PER YEAR

IS ALL YOU PAY

You fathers may never think of this until it is too late, but every morning when the children are "bundled-off" to school, any mother will tell you that there is a fear for the safety of the little ones—an anxiety unrelieved until they come rushing home when school is out. We must all admit there is an ever present danger, in spite of supervised play and traffic laws. An accident insurance policy will not prevent accidents to children, but with a Pilot Policy for each child, you are assured that in case of injury, you will have funds necessary to help defray hospital, doctor and nurse expenses. Funds to provide the care and attention for recovery. That is but one of the features of this Pilot Children's Accident Policy which you can carry for less than 3 cents per day. Isn't the welfare of your child worth the investment?

The Benefits of This Policy

It pays—for all forms of accidents—$1000.00 for accidental death, blindness or paralysis due to an accident, or for the accidental loss of two limbs. $500.00 for the loss of a limb or an eye. $25.00 per week if confined to a hospital. $25.00 per week if a trained nurse is needed. $100.00 identification expense. $5.00 to $100.00 surgical allowances. Issued to boys and girls in good physical condition between the ages of six and fifteen (white risks only). Annual premium $10.00.

PILOT LIFE

INSURANCE COMPANY

GREENSBORO, N. C.

A. W. McAlister, President
C. C. Wimbish, Manager Accident & Health Department

2c spent here will end all worry.

Pilot Life Insurance Co.,
Greensboro, N. C.

Please send me folder describing your $10.00 Children's Accident Policy.

Name ______________________________

P. O. Address ______________________

City_______________ State__________

SOUTHERN PINES

In the Sandhills of North Carolina.

Mecca for Carolina Motorists

UNDER sunny skies and in the mild climate of the long-leaf pine country is Southern Pines, ideal for the week-end trip or the Winter's sojourn. Golf over courses famed the World over—tennis—riding to the hounds—roque—motoring and horseback down shaded bridle paths through virgin pine timber. . . .

HOTELS *of* EXCELLENCE

Highland Pines Inn, the Southland, the New Jefferson, the Southern Pines Hotel, the Belvedere Hotel, the Park View Hotel, the Hollywood Hotel and others offer comfort and conveniences unexcelled in the South.

THE SOUTHERN PINES COUNTRY CLUB with a beautiful new clubhouse (pictured below) has one of the best and sportiest 27 holes of Golf in the entire country with Emmett French, professional in charge. Within five miles are the splendid courses at Pinehurst and Mid Pines.

For illustrated descriptive booklet address
SOUTHERN PINES CHAMBER OF COMMERCE
Southern Pines, N. C.

Golf? *Sublime!* **Sunshine?** *Everyday!*
Hotels? *Excellent!*

The Famous Hotel Carolina and Environs

Holidays are Gala Days at

Pinehurst

CAROLINA'S OWN WINTER PLAYGROUND

With a splendid and varied program of trap-shooting, golf, polo and other events, the sporting calendar of December leads to Christmas week when Carolinians are offered a gala list of sports and social activities. Pinehurst and Hotel Carolina will present a festive atmosphere with something doing every minute for the Colony of Good Folks from Everywhere. You will enjoy your stay at the Carolina during the holidays. You will find it cordial with a distinctive charm and wonderful food and service.

December Events

Dec. 1 **Polo:** Fall Tourn.—1st day.
Dec. 2 **Polo:** Fall Tourn.—2nd day.
Traps: 100-Target Tournament.
Dec. 3 **Polo:** Fall Tourn.—3rd day.
Dec. 4 **Polo:** Fall Tourn.—4th day.
Dec. 5 **Polo:** Fall Tourn.—5th day.
Dec. 6 **Polo:** Fall Tourn—last day.
Golf: Women's Putting Contest.
Dec. 9 **Golf:** Women's Carolina Tourn.—1st day.
Traps: 100-Target Tournament.
Polo: Sandhills Polo Club.
Dec. 10 **Golf:** Women's Carolina Tourn.—2nd day.
Dec. 11 **Golf:** Women's Carolina Tourn.—2nd day.
Dec. 12 **Golf:** Women's Carolina Tourn.—last day.
Polo: Sandhills Polo Club.
Dec. 13 **Golf:** Women's Putting Contest.
Dec. 15 **Golf:** Women's Season Members' Tourn.—1st day.
Dec. 16 **Golf:** Women S. Members' Tourn.—2nd day.
Polo: Sandhills Polo Club.
Traps: 100-Target Tournament.
Dec. 17 **Golf:** Women S. Members' Tourn.—3rd day.
Dec. 18 **Golf:** Women S. Members' Tourn.—last day.
Golf: Men's Season Members' Tourn.—1st day.
Dec. 19 **Polo:** Sandhills Polo Club.
Golf: Men S. Members' Tourn.—2nd day.
Dec. 20 **Golf:** Women's Putting Contest.
Golf: Men S. Members' Tourn.—3rd day.
Dec. 22 **Golf:** Men S. Members' Tourn.—last day.
Dec. 23 **Traps:** 100-Target Tournament.
Golf: Father and Son Tournament—1st day.
Polo: Sandhills Polo Club.
Dec. 24 **Golf:** Father and Son Tournament—last day.
Dec. 25 **Races:** 7th St. Nicholas Race.
Dec. 26 **Polo:** Sandhills Polo Club.
Golf: Junior Boys' Tourn.—1st day.
Dec. 27 **Golf:** Junior Boys' Tourn.—last day.
Golf: Women's Putting Contest.
Golf: Midwinter Tourn.—1st day.
Dec. 29 **Golf:** Midwinter Tourn.—2nd day.
Dec. 30 **Golf:** Midwinter Tourn.—3rd day.
Traps: 100-Target Tournament.
Polo: Sandhills Polo Club.
Dec. 31 **Golf:** Midwinter Tourn.—4th day.

For detailed information, reservations, etc. write—

General Office, Pinehurst, North Carolina

CAROLINA MOTORIST

"*The* Motor Magazine *of The* Carolinas"

"The Little Brown Jug"

¶ While the Carolina Motor Club has a great many personal and direct services, the fact that a great many North Carolinians become members of the organization because of its legislative and legal activity is without dispute. Mr. W. L. Tabb, who is secretary of the Southern Veneer Company, is one of these interested and progressive members who says in closing a recent letter to us: ". . . . for frankly, I joined as a mark of encouragement for the manner in which you handled the Baker and Hege matter."

¶ Someone has suggested that a few of the questions incorporated in the test of a motorist's driving ability might properly be: Where were you born? Why? If you turned to the right for three hundred yards, how far would you be from the other end? When? Why is two and two four? If it were something else what would it be? What is wrong with this sentence: "The driver of the approaching automobile dimmed courteously?"

¶ Most traveling men know Streeter Sheppard of Raleigh—he's a jolly good fellow! Anyway, he's a member of the Carolina Motor Club and: "Your maps and information," sez 'e, "sent to me in June for my trip to Rochester, Minn., and Winnepege, Canada, were of great service to me." Whenever we can, we prefer being of service to friends of the Club, Mr. Streeter Sheppard!

¶ Intelligence as one of the sales points in connection with membership in the Carolina Motor Club has occured to us before, we admit, but it takes H. T. Newland of Wilmington, N. C. to say it out loud: "I am attaching check for $10.00 to cover my annual club dues. I want to take this opportunity to congratulate you on the good work you are doing for the motorists of this State. I do not see how any intelligent driver can hesitate to become a member of the club."

¶ "Southbound" the attractive and instructive October issue of the American Motorist, product of the kindly-disposed folks behind the American Automobile Association, draws a beautiful picture of the new South. It gathers the South into the fold of scenic and resort regions and tells the story well. Right on the heels of this tribute, comes the A. A. A. Routes to Florida book—neat, explicit and everything a tour book should be. Truly, the South is flattered!

¶ How tempus do fugit! Here it is only 'steen days to Christmas, and the list not completed. But it is simple, after all, for 365 days of service is appreciated and that's what a Christmas gift-membership in the Carolina Motor Club would be. Give a membership for Christmas.

¶ Our very good friend, Mr. J. E. Justice of the Justice Drug Company arises to a point of courtesy and says: " . . . wish to say that the Armfield Motor Company (of Greensboro) rendered me excellent service on October 15. I wish to express by appreciation not only to the Club, but to the Armfield Motor Company for such service."

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YOU KNOW IN ADVANCE

Dodge Brothers Motor Car owners know in advance what any service operation will cost.

But they do not pay in advance for service they may never need.

That is because Dodge Brothers do not believe in so-called "free" service, which simply means that selling price of the car is so inflated that the extra profit is sufficient to cover "free" service costs.

Under the "free" service policy, every owner pays a maintenance fee for the upkeep of every other owner's car—and he pays this fee in advance.

Under Dodge Brothers policy, the owner is not so penalized. He pays a fair, predetermined price for service, but he pays only as he needs it—and he pays only for his own.

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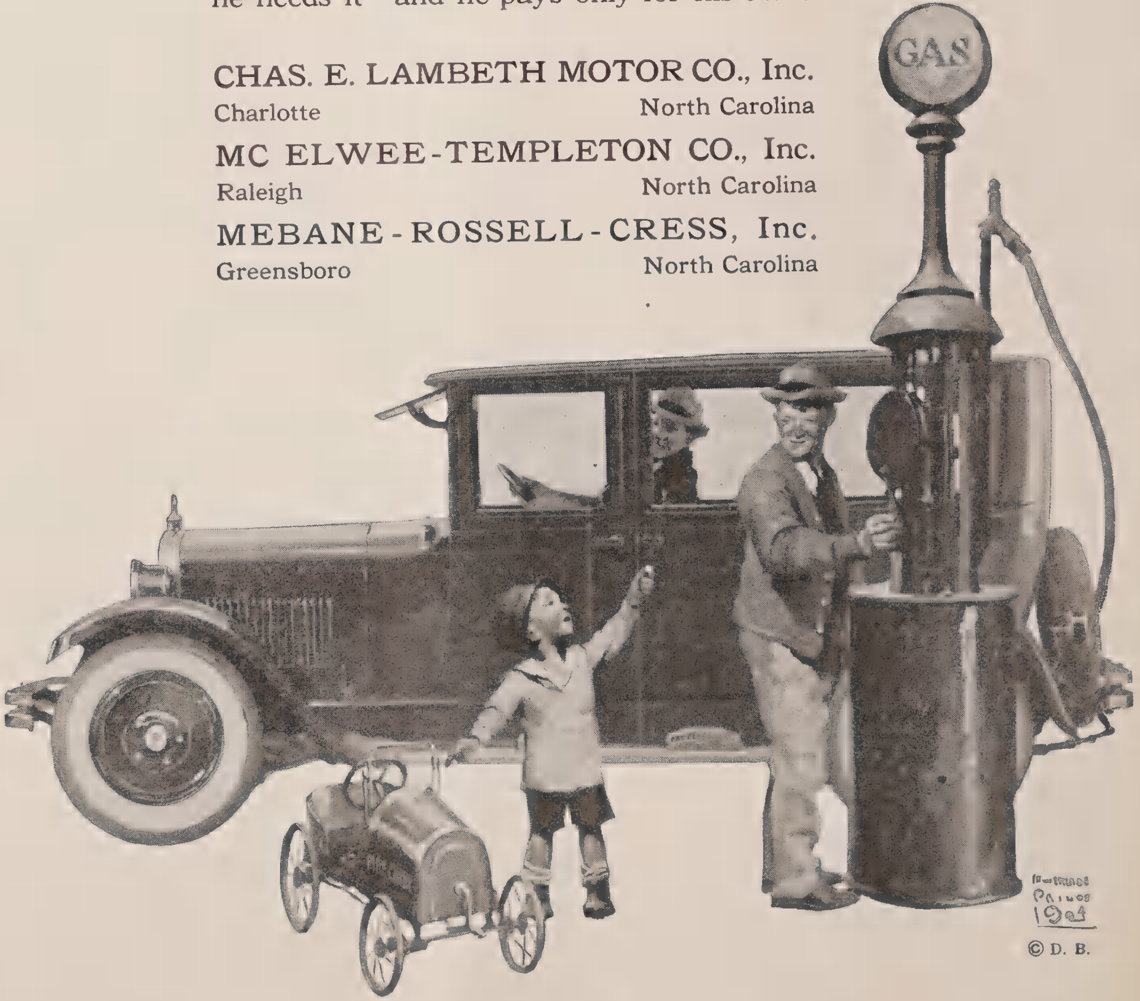

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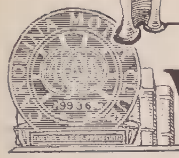
The MOTOR MAGAZINE of The CAROLINAS



Where the Editor Parks

COLEMAN W. ROBERTS, Editor

FATAL FOOLHARDINESS

Eloquent and strong were the words used by opponents of the "vehicle light bill' but more eloquent is the grim file of newspaper articles being compiled in the office of the Carolina Motor Club relating to deaths caused by "vehicles using the highways at night without lights." More than eloquent is the finger of the stern reaper who points with accusing mein at the man who dared to put aside life for the few dollars required in the installation of the lights that signal safety to both wagon driver and motor car.

Who will arise to declare that bill unworthy who witnessed the agonized last breaths of a certain Guilford farmer after a hevay motor car had shattered both he and his frail wagon; who will combat the provisions of a bill which has for its purpose prevention of the recurrance of horrible deaths like that suffered by a Charlotte contractor? The opposition will not come from the companions of this contractor, who saw him pass the wagon by a narrow margin—saw him impaled on a heavy piece of sapling driven through the windshield and into his eye and brain.

Horrible deaths? Yes. News of the day. Deaths which were not necessary; deaths which lie at the door of the opponents of the "light bill." And unless remedied, this condition will continue to furnish items for the newspapers and thought for those who devote time and money to the end of decreasing automobile casulties. January will see another bill presented. Motordom needs the bill—and motorists are surely ready to fight for it.

SPEED

Reckless driving is defined as "driving and operating a motor vehicle so as to create hazard to life, limb or property." This was probably what lay in the minds of our legislators when the present law regulating the "speed at which a motor vehicle may be operated" was passed. The law was passed purely to protect motorists—and others. It is generally accepted that the greater the velocity of a self-propelled object, the greater space required in which to stop it with safety.

Therefore, it lay in the bounds of reason that a pedestrian stepping in front of a car moving thirty miles an hour stands greater chance of being run down than if he had picked a car going no more than ten miles. But in this, a rule does not always apply. A skilled driver can often stop his car more successfully at the former speed than an unskilled operator at the latter and lowest named speed.

Speed, then, is a state of mind and applicable only when the operator is not able to handle his machine with care. It is a matter of time, place and opportunity. Going at thirty-five and even forty on a straight, clear stretch of road will endanger the lives of no one if the man who holds the throttle understands his charge. The same idea applies to a crowded road where the inexperienced driver would endanger the lives of himself and others even at ten or twenty miles.

MOTORING AND THE LAW

Every thoughtful and considerate motorist wishes to observe the law. There can be no doubt about this, for without law there is chaos. But the law should be generous and candid. It should be explicit and fair. And the majority will make it so whenever the law forgets and stumbles off the narrow path.

When a touring "furriner" passes through North Carolina—pays our gas tax for his road mileage; spends his money in our resorts and at our hotels—he is paying the interest on an investment in advertising and doing every bit of his share. If he happens to be ignorant of the stop-law; the speed-limit; the parking hours; the village blue-laws, common courtesy would dictate a course to pursue that is not far from right.

The law, then, to be respected, must have a mind, and it is only the mind of the officer enforcing it that may be exhibited. Intelligence is the thing to be supplied—and we are proud of the fact that agents of the law in North Carolina have this most excellent trait. A generous warning—a fair chance, and the law finds that the motorist, be he from far California or cold Michigan, will react courteously and gentlemanly.

THE INFORMATION MOOCHER

He was a strong, healthy looking individual. He wore a khaki coat and leggins. He wanted information. It all happened one night when I was pounding away diligently because the printer was yelling "copy!"

"How do you get to Washington," he asked. Being in the rear end of the building concentrated upon prohibition officers and petty-speed trap incidents, I looked up and said: "I'm not going to Washington!"

I realized then that he wished information. I proceeded to pick up a log-card and tell him something about the road. I asked him to register. He did, slinging a wicked ink-well. The address was in North Carolina.

I have never seen such a baby-hurt look on any man's face as the startled expression "registered" when I ask him if he was a member of the Club.

I proceeded to fill out an application blank, but he did not join. Said he was not able, and I passed it up. Let him go. And when he went out, he climbed into one of the biggest, most expensive looking cars it has ever been my misfortune to look upon. Of such material is the "moocher."

CWR

AND THEN THE CAROLINA SANDHILLS

Like Entering a New World, the Tourist Drives From Snow to Sunshine---Here is a Word Picture Drawn by a Well Known Author

By Ernest M. Poate

Author of "Behind Locked Doors", "The Trouble at Pinelands", Etc.

¶ As the author of innumerable short stories and several books, Dr. Poate's willingness to write this story for us is an evidence of his appreciation of the Carolinas and the section in which he dwells—winter and summer—the Sandhills. North Carolina is a state of many "parts," the Sandhill country is distinctly one of them, interesting, elusive and, wonder of wonders, profitably fertile!

CWR

THE Sandhills are reticent; at first acquaintance, almost forbidding. There is no effusiveness in their welcome. They do not greet the newcomer with a brass band, like those manicured real estate subdivisions of the north and west, whose blatant, artificial attractions are so obvious that they almost blind the unaccustomed eye—and in a week have been explored so fully that they become commonplace and are forgotten.

The Sandhills are not like that. At first glance they are forbidding, desolate; a monochrome of dull, withered browns. Slope after rolling slope of dwarfed scrub-oak with twisted limbs and dull, dried, brownish leaves; here and there a blackened, burnt-over patch where ashes arise chokingly at every step, where nothing grows but brambles, where pathetic saplings struggle to put forth a new green leaf or two above their scorched, withered foliage. A few small long-leaf pines, mere tufts, like unbound brooms thrusting up out of the sand; a few larger ones, six or eight feet high, whose bunches of long green needles give them an odd likeness to cactus—and everywhere, underneath the loose, white sand. Like lone palm-trees in a desert, tall pines stand somberly, the straight, sixty-foot columns of their trunks still showing ancient gashes of the turpentiners' boxes.

A narrow road runs through this waste; a road of dull red clay, whose hard surface merges suddenly, on either side, into the white, white sand that stretches interminably all about. It is a lonely road. There is no human habitation anywhere; there is no stir of life, no brightness of color to relieve the eye wearied by white sand and brown, withered leaves and black, burnt, fallen trunks and the distant, somber, bluish-black of the pines.

The sunsets—with a hundred riotous colors and the twisted limbs of solemn pines—present a picture for all the world like an old Japanese print.

Just a moment; look over there! A squirrel; a fat, contented gray squirrel, his long, bushy tail twiching nervously, sits up to examine this intruder. He holds an acorn between his paws.

Be very quiet, now! He decides that there is no danger here; he gives a queer, sharp call. See, there comes another; and the two begin to frolic, to race back and forth, to chase each other up and down the tall pine trunks.

Not far away, a sudden rapping breaks out, as though an inconceivably skillful snare drummer were practicing the long roll. It stops; a flash of black and white behind a brilliant red dot; a woodpecker alights upon that tree just beyond, and drums again.

Then come shrill bird-calls; a dozen of them, all different. There is a scarlet tanager! Toss a stick over there, among the scrub-oaks—a tremendous flutter of wings, like sails beating in the wind when a ship is taken aback; and a convey of "partridge," as we call them, quail, takes the air.

There is life here, after all. Now move on a few steps; and there, in that burnt-over patch, close against a blackened stump, lies a spot of color. Wild phlox, white, delicate pink, deeper pink, red; phlox, growing so evenly that when both hands have surrounded this clump and pulled it up you have a boquet ready-arranged, more symmetrical than any florist could make. And now, if you look about, you will find phlox everywhere, growing in clumps of close-set blossoms as though planted in beds by human hands. Beyond, in a space more open, grow oval patches of lupin, its upstanding blossom-stalks delicately blue, beautiful. And the lupin, too, shows the same curious regularity of growth; here the great Gardener has planted His blooms with loving care, puting to shame the efforts of those who try to imitate His arrangements.

Yes, there are beauties in the Sandhills; but you must find them. They are not thrust upon you. And though our country still seems deserted, there is more to be learned.

So it is, here in the Sandhills. There is no bold flaunting of charms, one must search for them. That superficial aspect of desolation hides a teeming life. After all, the scrub-oaks are not everywhere; the bottoms are full of cotton-fields, corn-fields, tobacco, potatoes—everything that will grow back north where you came from. Over the slope of that hill lies a peach orchard; brown, leafless trees, not eight feet high, set in serried rows, a sad enough sight in December, perhaps—but wait until the Spring. Then you shall drive mile after mile between banks of solid pink. Here is a vineyard of scuppernong vines whose thick, gnarled stems shoot up to spread in a tangled mass upon trellises, so that you seem to pass summer-houses—arbors—by the thousand. They need only a chair or two, a rustic table, a pitcher of something cool; and where can you find a roof-garden to equal them?

The spell of the Sandhills is a subtle magic, elusive, gradual, that creeps into the heart unawares, so that suddenly one finds himself bound by ties too strong to break. Once let the Sandhills have their way with you, and you must come back, though it were from the ends of the earth. For the strange and mournful beauty of the pines will call to you, and your eyes will ache for the restful harmony of yellow and browns, with the dark, bluish green long-leaf pines in the background, and the bright, white sand beneath it all. The many-colored phlox that comes in spring; the blue lupin; the brilliant pink of peach blossoms by the thousands of acres; the flashing birds of bright colors and exotic calls, unknown to the colder north; the crimson ramblers of summer—all these are not to be forgotten. And who can forget the flavor of a Sandhill canteloupe—the luscious red and white and green of watermelon?

"Like lone palm-trees in a desert. . . their trunks still showing ancient gashes of the turpentiners' boxes."

THE SERVICE IS CONVINCING

A Letter to C. W. Roberts

"I want to tell from real experience the value of the Motor Club membership card. When your manager here approached me for membership I subscribed feeling that I was merely donating money toward a cause which might be doing some good and that in return for same I would merely receive a pretty insignia for my car. This pretty near sums up my idea at that time regarding my motor club.

"Shortly afterward, however, I left my home town by motor car for a trip through the eastern states and was immediately astounded by the courteous treatment accorded me by affiliated American Automobile Association clubs, where I stopped enroute. Reaching Philadelphia, I found that my money had either been lost or stolen and upon arrival in New York discovered that I was without cash, having only checks on my local bank with me. I went to the Corn Exchange Bank on 7th Avenue, New York City, presented my check and when asked to establish my identity, presented my Carolina Motor Club membership card. This card bears my signature and that of our Club secretary and was accepted immediately. While in New York I had occasion to call upon the Metropolitan Automobile Association for information and was again accorded most courteous treatment. My membership card and was all the identification required at the border line going from the United States to Canada and saved me much delay and worry.

"This may sound far-fetched but I can assure you were the membership fee many times the present cost, I would consider it one of the best investments to be made. It is difficult for me to understand why every motorist is not a member of both his local club and the American Automobile Association.

"With best wishes for continued success.
"Sincerely yours,
"Mrs. Mabel Pearce Harward."
Durham, N. C., Nov. 19, 1924.

In September the foliage, dried and brown gives to the Sandhills a new and mournful beauty, while the solemn pines, their bluish green unchanged, promise and evade, as always. Then come sudden thunderstorms of wild and furious beauty; fierce, jagged, blue-white flashes, vicious, splitting cracks of thunder followed by tremendous rumblings as of all this world's artillery at once; driving rain, like the lances of an army stabbing the sand, only to be swallowed up, sucked into its thirsty bosom, without a trace.

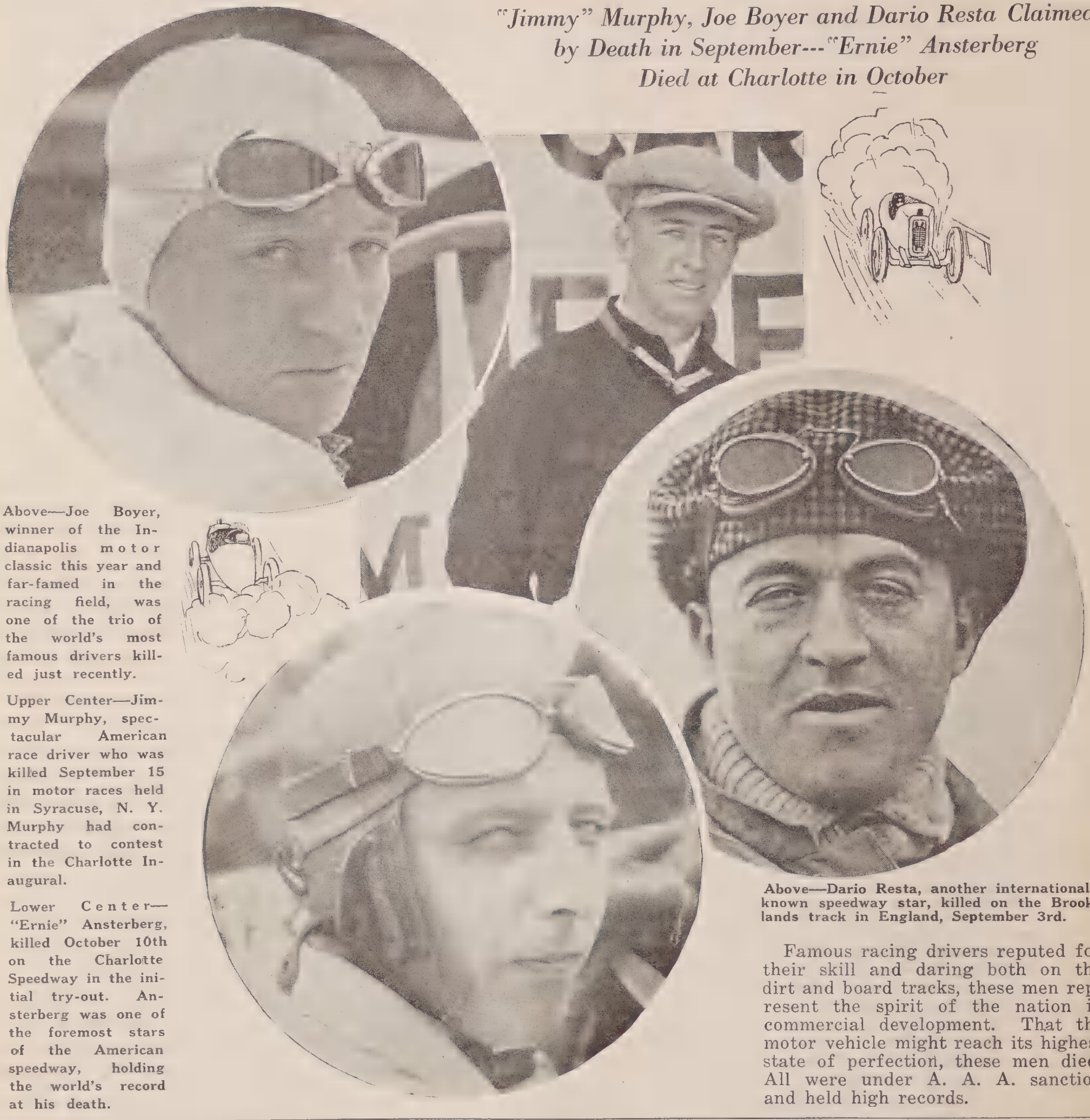
The beauties of the Sandhills are hidden reticent. . . You must find them.

The autumn then, and winter, with days of quiet, soaking rain that never leaves a mudpuddle, with the bright sun after rain, close on its heels, so that cloudy days are something to put into the paper; with day after day of brisk, cold sunshine, and night after night of clear, cold frost; with one lone snow-storm, just to remind us of what it is like up north, that melts in the generous sun after a day or two; with an ice storm, perhaps, that sheaths every grass-blade, every leaf, every needle of the long-leaf pines, in a crystal armor from which the sun glints with brightness almost intolerable. It leaves the pine-trees bent to the very earth with their weight of ice; and then the sun comes and melts their burden, and they straighten, unhurt, by a miracle so common that we see it without amazement.

Yes, the Sandhills weave their spell slowly, subtly, but very surely, so that he who came to them in boredom and homesickness remains to endure and then to enjoy—until at last he realizes that by the unforgettable smell of the pines, by the memory of hot sunlight upon clean sand, of the wonder of glossy, prickly green leaves and red berries that is a holly-tree, by sudden rains and the thrilling, cloudless blue of the Sandhills sky, by peach orchards in full bloom, by mournful pines, etched in blue-black against the sunset, by brilliant nights whose warm stars seem close enough to touch—by all these thing he is bound hand and foot. The spell is woven; the magic is made; go where he will, he must come back and back, until at last he settles here, with the rest of us. His home is in the Sandhills, and to the Sandhills he must return.

FOUR FAMOUS A.A.A. DRIVERS KILLED IN ACTION DURING TWO MONTHS

"Jimmy" Murphy, Joe Boyer and Dario Resta Claimed by Death in September---"Ernie" Ansterberg Died at Charlotte in October



Above—Joe Boyer, winner of the Indianapolis motor classic this year and far-famed in the racing field, was one of the trio of the world's most famous drivers killed just recently.

Upper Center—Jimmy Murphy, spectacular American race driver who was killed September 15 in motor races held in Syracuse, N. Y. Murphy had contracted to contest in the Charlotte Inaugural.

Lower Center—"Ernie" Ansterberg, killed October 10th on the Charlotte Speedway in the initial try-out. Ansterberg was one of the foremost stars of the American speedway, holding the world's record at his death.

Above—Dario Resta, another internationally known speedway star, killed on the Brooklands track in England, September 3rd.

Famous racing drivers reputed for their skill and daring both on the dirt and board tracks, these men represent the spirit of the nation in commercial development. That the motor vehicle might reach its highest state of perfection, these men died. All were under A. A. A. sanction and held high records.

CAROLINA'S INAUGURAL A. A. A. RACES

STATISTICS

Date October 25th, 1924. Record for Charlotte track held by Earl Cooper at 128 miles per hour. Record established at 4 o'clock, October 23.

Starter: Fred Wagner. Representing the A. A. A., Richard Kennerdell.

Time and winners, listed in order: Milton, 2:06:56-02; Cooper, 2:08:26-68; Hill 2:08:30-09. Peter De Paolo and Jerry Wonderlich, fourth and fifth, respectively.

DRIVERS AND THEIR CARS

Wade Morton	Miller Special
Bennett Hill	Miller Special
Harry Hartz	Durant Special
Tommy Milton	Miller Special
Jerry Wonderlich	Durant Special
Robert McDonough	Miller Special
Earl Cooper	Studebaker Special
Frank Elliott	Dusenburg Special
Peter De Paolo	Dusenburg Special
Fred Comer	**Durant Special**
Phil Shafer	**Dusenburg Special**

Total purse: $25,000. To the winner, $9,000. Distance: 250 miles. Number of laps covered by the winner: 206. Qualifying speed: 110 miles per hour. Average speed of winner: 115.8 miles per hour for full 250 miles.

The race was conducted under the sanction and rules of the American Automobile Association, the winner receiving 250 credits or points on the national championship.

MAKE KNOWN YOUR VIEWS

District Meetings Authorize Referendum on Proposed Auto Law Changes

JOINT legislative meetings of the members of the Carolina Motor Club, the owners organization and the Carolinas Automotive Trade Association, the dealers' official body have been held in two districts of North Carolina. More than 200 owners and half as many dealers have been in attendance on these meetings with expressions regarding the proposed legislation of the club beneficial to motordom. Elsewhere on this page is printed a ballot for the use of all members of the organizations to be mailed to the headquarters office of the Club at 224 E. Market Street, Greensboro.

"Guidance in the matter of motor vehicle legislation should come from the owners and dealers in this commodity," stated C. W. Roberts, vice-president of the club and secretary of the dealers association, in presenting the proposed bills to the meetings. "Our legislators are looking for some expression from us and it is up to the men who own and drive automobiles to let 'em have our views. The bills are presented for the approval of the members. Your Club and association stand committed for the bills favored by the members, and action will be taken favoring the passage of measures designed to meet the requirements of the new automobile age."

Both meetings were enthusiastic regarding the work of the organizations and much was done constructively. It was voted to favor the issuing of an additional $35,000,000 for roads under the direction of the present highway commission. "If it is to be spent as wisely as the last $65,000,000, let's have it by all means" was the expression of a member which met the approval of those present.

The following resolution was passed:

"Be it resolved by a meeting of the Carolina Motor Club, held in Greensboro, November 19th, 1924, that we express our thanks to the Secretary of State, W. N. Everett, and the State Motor Supervisor, Joe E. Sawyer, for the very business-like, economical and efficient manner in which the affairs of the State Automobile Department are conducted, and that we further express our appreciation for the great service and convenience which is now being offered to the automobile owners and automobile dealers throughout the state by the establshiment of sixty Branch License Bureaus.

"And be it further resolved that the Carolina Motor Club offer its continued full co-operation and assistance in every way possible to the Secretary of State and the State Motor Supervisor."

CHARLOTTE'S CAMPAIGN

Charlotte police and Charlotte dealers have paved the way for many campaigns to save life, prevent accidents and curb the great loss of property in North Carolina through the successful inauguration of a "safety first campaign" in that city conducted October 6 to 11. Brakes were tested, banners were flung over streets and warning posts at every turn. At each dangerous spot a sign heralded the number and extent of automobile accidents that had occured there and many decidedly good "stunts" were pulled to remind the motorist and pedestrian of his or her responsibility.

o

RESCIND PARKING ORDINANCES

In order to ascertain just "what the people want" the Board of Aldermen of Winston-Salem has rescinded all parking ordinances in that city. The Board is experimenting relative to the time limit parking in the business section. Former 15 minute parking brought a deluge of kicks and the board changed it to 30 minutes. A greater force of police were needed to keep check on the parkers and it was decided to banish any laws regarding time limits.

o

TITLE LAW CATCHES THIEVES

North Carolinians who would discredit the new title registration law in this state are liable to bump up against cold figures. In October, the Theft Department of the Secretary of State's office recovered 44 out of 51 cars stolen. No such percentage of recoveries ever registered under the old law and car owners in North Carolina are fortunate in the facilities provided in this State. It is predicted that such a thing as theft of a car "and getting away with it" will be unknown when every state has enacted a similar strict law. Eight men make up the Theft Department of Mr. Everett's office and in addition to getting the cars back, it is reported that they "scatter the fear of God wherever they go."

o

AUTO SHOW DATE IS SET

Carolinas' Automotive exposition is scheduled for the week of February 9th and 24th, according to an announcement given out just following a meeting of the Charlotte Automotive Trade Association, November 17. This is to be the fifth annual event and plans of members of the Charlotte Association include holding the best event of its kind ever held in the South. As last year, the show will be held in the building of the Made In Carolinas Exposition on Park Avenue in that progressive city.

INDICATE BY CHECKING (X) THE FOLLOWING

	For	Against
1. Two state numbers for all motor vehicles	☐	☐
2. Reduction of state license fees January 1st and April 1st	☐	☐
3. Establishment of uniformed state constabulary to patrol all highways	☐	☐
4. State inspection of lights and brakes on all motor vehicles	☐	☐
5. Law providing that all vehicles display a colored light on left side when traversing public highways at night	☐	☐
6. Bill to repeal the stop law	☐	☐
7. Bill to amend stop law to apply where there are over 4 trains daily	☐	☐
8. Title law extended to include trucks	☐	☐
9. Bill to require liability and casualty insurance by all owners of motor vehicles	☐	☐
10. Bill to regulate bus lines as to speed, size of cars and schedules	☐	☐
11. Bill to make unlawful practice of bicyclists or persons on rolling skates hanging on motor vehicles	☐	☐
12. Bill to require all motor vehicles to equip with rear view mirrors or devices making it possible for driver to see in rear	☐	☐
13. Change state speed laws on highways to 35 mi. per hour; 25 mi. per hour in built-up residential sections; 15 mi. per hour in business sections; 15 mi. per hour at crossroads, crossings and corners where driver's view is obstructed for over 200 feet; 15 mi. at schools or churches when people are leaving or entering grounds	☐	☐
14. Bill to provide for erection of official and standard speed signs on state highways by state officials; county highways by county officials; city streets by city officials. City limit signs to be illuminated at night	☐	☐

*Member's Card No.*______________ *Town*______________

FILL IN AND MAIL TO CAROLINA MOTOR CLUB, 224 EAST MARKET STREET, GREENSBORO, N. C.

THE CAUSE OF YOUR DEATH

Science Has Paved the Way for Man's Filling His Allotted Three Score and Ten But How Many Take Advantage of This?

By Wilfred C. Carr, 1st Vice-President
N. C. State Optometric Society

AILMENTS which were our former dread are now being coped with through the efforts of science to such a gratifying degree that we no longer worry about the chances of our living the alloted span of life. Science has done much to make good health and long life possible by educating us in how to prevent diseases. And with the decrease of death from disease comes an alarming increase in the number of deaths resulting from accidents.

The Durham Sun of October 24 says that the death rate from automobile accidents in North Carolina has increased every year for the past six years and that last year placed this state tenth in list for the entire United States. The editorial pen forecasts a drastic blue law unless some other means prove effectual, further stating that

" * * * unless traffic is properly regulated and controlled and unless the reckless driver is effectively barred from the driver's seat, the death rate will remain where it is or even go higher. . . . "

In attempting to obtain facts in regard to wherein the blame lies for this large number of automobile accidents, one finds that seldom is the cause of the accident reported. The newspaper accounts usually say that the car skidded or that the driver was blinded by the lights of the oncoming car. Usually the accident is listed as being unavoidable. Just how to determine when an accident is really unavoidable is a tedious question. The carelessness of the drivers quite often is responsible but the responsibility may rest upon the shoulders of the mechanic that overhauled or adjusted the car. Frequently accidents occur as a result of jaywalking. One rarely hears that defective vision is responsible for an automobile accident because few persons having uncorrected defective vision will acknowledge the disability. These persons frequently do not know that their vision is below normal.

When it comes to scenery—North Carolina has it!

State legislation requiring a vision test for the drivers of motor cars will materially benefit the public. It will lessen the danger of the driver being unable to see clearly all obstacles that may confront him. He will then be able to bring his car under sufficient control in time to avoid an accident.

¶ **Recommendations from folks who understand the weaknesses of human organs are perfectly in order and the suggestions regarding motoring embodied in the resolution of the optometrists are of general interest. A blind man is perfectly safe, but look out for the fellow who is blind and thinks he has perfect vision!** Carr

Several states have already passed legislation requiring a vision test by a competent specialist for each applicant for a driver's license and the measure is now being agitated in additional states. Just what success has attended the compulsory vision test will be determined by time, since the measures are all comparatively recent and no statistics are available as yet. It needs no proof to convince one of the laxness of present laws relative to issuance of a motor car license. This laxity allows almost any person to drive a motor car regardless of whether or not he is physically or mentally capable of it. This condition is deplorable when we consider the vast amounts spent yearly in this state to safeguard the lives of the public.

The American Optometric Association at its last annual convention adopted a measure which could easily be a safe structure upon which to build a legislative measure for North Carolina. The resolution is as follows:

"Whereas, Investigation has proved that defective vision in its many forms renders the operator of a motor vehicle incapable of quick accurate vision, unable to distinguish color signals, unable quickly to judge speed and distances, restricts his field of vision and retards his mental processes, be it

"Resolved: That the Association endorse the follownig recommendations and urge the adoption of same by registry of motor vehicles of all States and Provinces:

1. That visual acuity test be required of all drivers of motor vehicles.
2. That before a driver's license is granted, the applicant must have visual acuity of at least thirty-three and one-third percent based on the present standards of measuring visual acuity.
3. That the applicant must have a minimum field of vision of 140 degrees, even though his visual acuity is normal.
4. That the applicant must be able to quickly differenciate various colored signal lights.
5. That the letters of street and warning signs should be large enough to be read by those who have thirty-three and one-third percent vision.

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YOUR WORK VS. YOUR DRIVING

Psychologists Claim Driver's Daily Toil Influences His Handling of His Motor Car Bankers Said To Be Safest---Physicians Next

By William Ullman

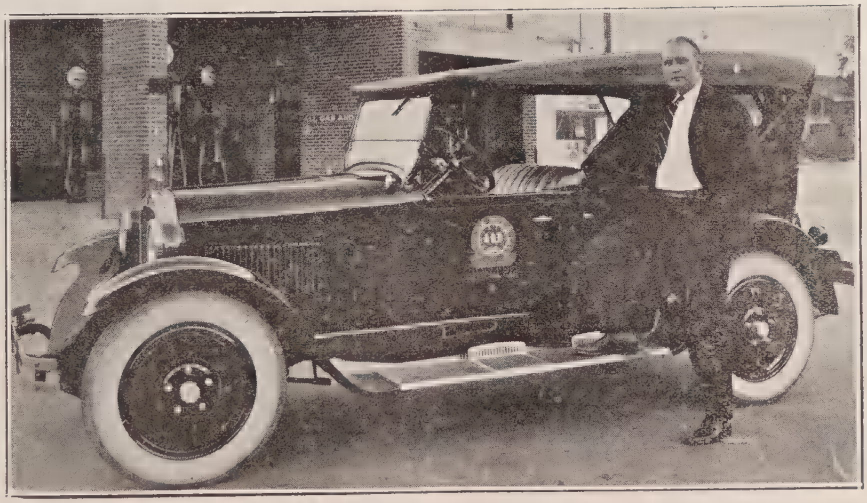
"TELL me his business and I'll tell you what sort of driver he is."

Thus boasts a practical psychologist who believes that business bears a direct relation to automobile safety.

Just as the Department of Commerce is obtaining data in an effort to determine whether illiteracy is an automobile accident factor so are psychologists attempting to determine, from record of facts, whether a man is a safer driver in one line of business than in another.

Motorists who must be shown in all questions of this sort point to the fact that fire insurance people are often the most careless about fire as evidence to explode the theory that buisness has any direct bearing on safety in driving, but many interesting facts in support of the theory have also been advanced.

It has been noticed by executives of large organizations which send their men out on the road equipped with cars that there is a definite tendency to take collisions lightly because the car belongs to the "company." In a majority of such collisions the damage does not extend beyond crumpled fenders, bent bumpers or broken headlights, but safety advocates are alarmed at the attitude taken by the drivers.



New Official Car of the Carolina Motor Club with Assistant Manager W. H. Evans, serving Carolina Motorists in many ways.

It is pointed out that where the car is privately-owned greater attention is paid to traffic, and thus to safety. For this reason some companies pay their representatives salaries sufficient to enable them to buy their own cars and maintain them.

Many traffic officers are of the opinion that traveling men are among the most annoying traffic violators for the reason that too much attention is paid to business and not enough to the job in hand. The opinion is also that the degree of such violations depends largely upon the nature of the business the salesman-driver is engaged in. Representatives who normally register at the city's leading hotel before making their business calls are said to be very nearly as cautious at the average motor tourist, though they are prone to be a bit dull and careless through fatigue occasioned by driving long distances over tiresome roads.

Salesmen who plan only to stop in a town or city for the purpose of visiting customers are said to give entirely too little attention to the business of driving. This is particularly true of salesmen-drivers who are covering new territory, being unfamiliar with the cities in which they are looking for business. In reading firm names, and in wandering about in search of prospects, they are said to become frequently involved in most unnecessary collisions.

¶ **Butcher, Baker and Candlestick Maker all act differently at the wheel of an automobile, according to Mr. Ullman in this illuminating article on how business or vocations affect the safety of a motorist. "Company" automobiles not generally as carefully driven as privately owned cars because wrecks are possible expense items!**

Persons in exacting lines of work, such as banking, are expected to show a high record of safety in their driving, but such facts will doubtless have to be proved by statistics before the average motorist will be convinced. The psychologist reasons that because banks balance before closing the employees have nothing in a business way to preoccupy their attention when they drive home in their cars. The men in this business who carry the weight of the responsibility—the executives—as in other lines of business often employ chauffers, their business therefore not influencing their driving.

Responsibility in business, apparently, does not encourage responsibility in driving where the business man handles his own car. His safety is believed to be in inverse proportion to his concentration upon business matters. This is said to be demonstrated by the large number of accidents in which intelligent persons are involved because "they were not thinking what they were doing."

Physicians represent an interesting case. While they invariably drive fast on emergency calls they represent the sort of safety that is characteristic of the experienced fast driver in that their attention is centered upon the job in hand, their mind having less opportunity to wander than in the case with the very slow driver. Like the fast driver, however, the physician-motorist is likely to get into serious trouble if he gets into trouble at all.

The physician is unique, however, in that he invariably knows his ground, so that he is able to drive fast much more wisely than the average so-called fast driver. He knows where the danger points are and can apportion his speed accordingly. It is only when his mind wanders off to thoughts of his patient that he is likely to forget what he is doing, but such trouble as he gets into under such circumstances is likely to be the sort that calls for the ambulance.

A physician, in rushing to the hospital, recently ran headlong into a street car that was approaching. His

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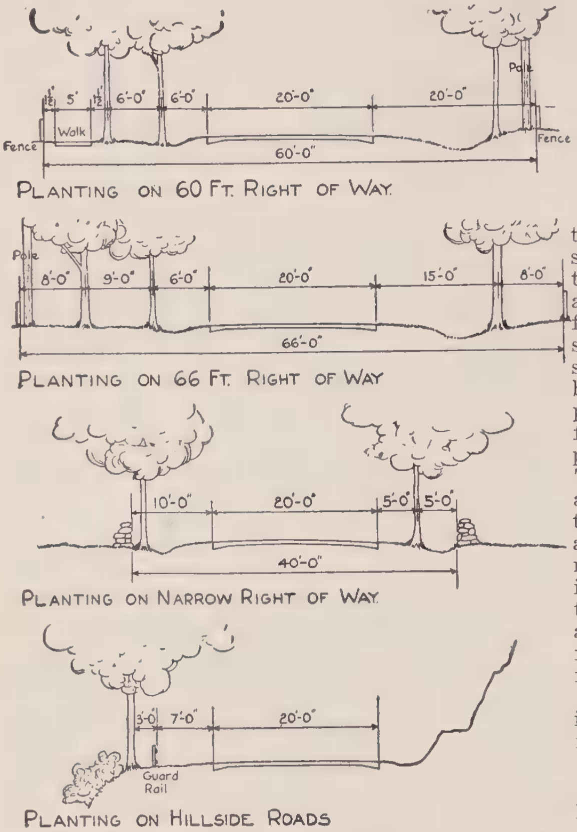
ROADSIDE PLANTING

Shrubs and Trees Along the Highways Mean Beauty and Comfort to the Traveler



PLANTING ON 60 FT. RIGHT OF WAY

PLANTING ON 66 FT. RIGHT OF WAY

PLANTING ON NARROW RIGHT OF WAY

PLANTING ON HILLSIDE ROADS

Spacing and planting diagram recommended by the Highways Department, Portland Cement Association.

BEAUTIFICATON of the roadsides of North Carolina's splendid highway system is one of the avowed aims of the State Highway Commission. Various civic and commercial organizations are interesting themselves in this meritorious work and it seems fitting that the article prepared by Robert Kingery, assistant manager of the Highways Bureau, Portland Cement Association be used in North Carolina's magazine. This article is quoted with the permission of Mr. John E. Tate, district engineer of the Association, who is located in Charlotte.

Washington's plan for ornamentation of the highway system of that state will call for more than two million trees while Massachusetts has already planted more than fifty thousand. The Jefferson Davis Memorial Highway Association has adopted the plan of planting pecan trees as mile posts along its route from Richmond, Va., to Vicksburg, Miss. Pennsylvania and Michigan have regularly appointed landscape gardeners under whose direction new planting is executed.

"In locating roadside trees, standard distances should be established from the edges of the pavement and from property lines for a belt of planting," says Mr. Kingery. "At the same time, due regard must be given to safety for present traffic, possible future widening of the pavement and drainage. The planting location must also take into consideration the location of pole and wire lines, the recommended position for which is at the extreme sides of the right-of-way, preferably not more than three feet from the propery or fence line."

The accompanying chart illustrates the planting recommended by the Association.

"Tree planting in exact parallel rows at regular intervals, with those on one side of the highway opposite or alternating with those on the other, will greatly improve the appearance of our highways and add much to the comfort of the traveler. However, mile upon mile of such planting, even though the species be varied frequently, will soon become monotonous.

"It is far more desirable from the standpoint of beauty and comfort to achieve a natural effect in highway planting: spacing many of the trees at uneven intervals, avoiding soldierly rows and making closely planted groups of three or more of a species. This arrangement will allow the individual specimens to reach their full size and typical shape, while the groups form mass effects not obtained by single trees regularly spaced."

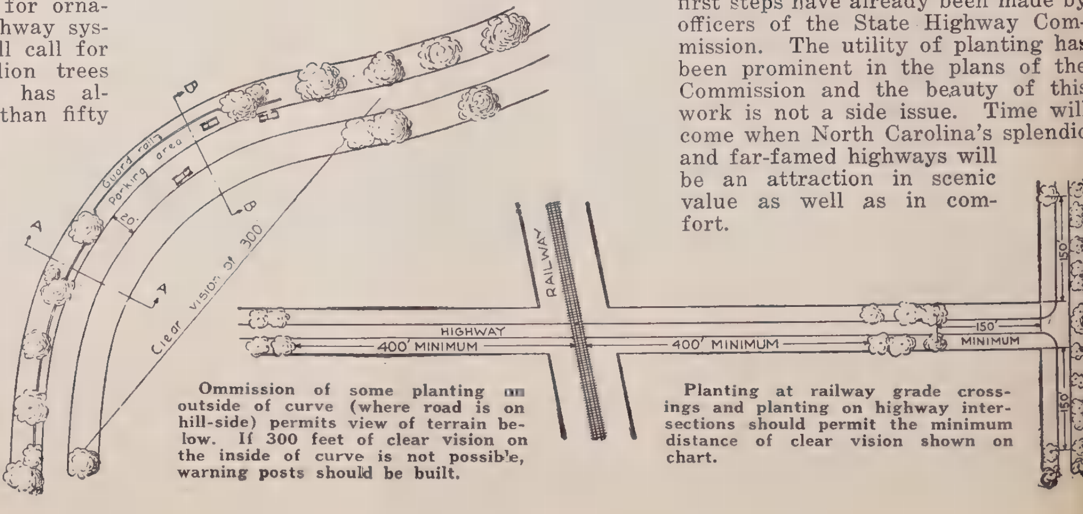
Planting at railroad grade crossings and at highway intersections should be carefully executed with regard to the line of vision of the traveler. The charts printed herewith gives the recommended outline of planting as published.

"A right-of-way for the necessary telephone and telegraph service lines should be designated which will permit full growth of trees in their selected location. Poles should be placed as near the sides of the right-of-way as possible, preferably centering 3 feet or less from the property or fence line. This permits a fairly free space for the planting.

"While existing trees have much to do with location of pole lines, it is well to adhere to a standard wherever practicable, both in clearing new right-of-ways and in planting those already in use."

Shaded roads like this are assets of incalcuable value to the tired eyes of the tourist.

Planting in North Carolina is to become a fact—not a vision, and the first steps have already been made by officers of the State Highway Commission. The utility of planting has been prominent in the plans of the Commission and the beauty of this work is not a side issue. Time will come when North Carolina's splendid and far-famed highways will be an attraction in scenic value as well as in comfort.



Ommission of some planting on outside of curve (where road is on hill-side) permits view of terrain below. If 300 feet of clear vision on the inside of curve is not possible, warning posts should be built.

Planting at railway grade crossings and planting on highway intersections should permit the minimum distance of clear vision shown on chart.

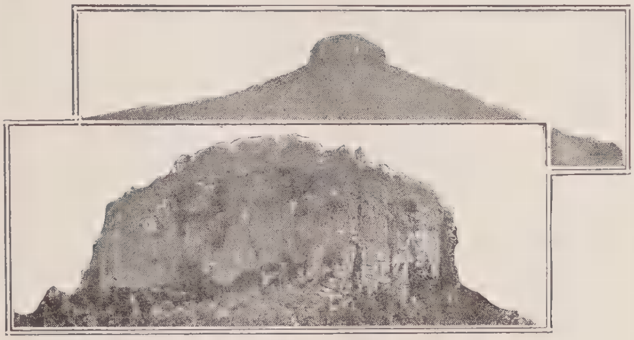
A ROMANCE OF TWO DECADES

Towering Mountain Inspired Foundation of First Insurance Organization

TWENTY years is a mighty short span of time in the history of man. It is but a mere atom of time in the history of that massive structure pictured here towering high above the surrounding tableland. Pilot Mountain, known to all tourists and natives of Western North Carolina, has long been a Mecca to lovers of nature, to picnic parties and those of us who enjoy getting up near the clouds occasionally and looking out over the broad expanse of surrounding country and dreaming dreams—seeing visions.

Twenty years ago the Pilot was truly "The Lighthouse of the Blue Ridge." Wandering hunters were guided by it. Fishermen along the banks of the Ararat river and its tributaries got their bearings from it. Farmers living east of it began to unhitch their weary teams when the sun hid behind its wooded slopes. Teamsters on the long red trail leading from the mountains to the plains welcomed the sight of it as an indication that they were approaching home once more. Migrating birds sought its shelter while the wild beings of the woods dwelt upon its rocky slopes.

No, twenty years is not long and yet much has happened to North Carolina during the past twenty years. Then the road to the Pilot would have been inaccessable in a car. Today a beautiful sand clay road passes in its shadow. Then much of the water which fell upon the slopes of the Western hills went merrily on to the sea, unhindered, unhampered, and for the most part unused. Today it furnishes power for lighting the homes and employing the time of a million people. Then the one room school and the red mud trail held full sway in the State. Today these are supplanted by the best of schools and a net work of roads much finer than the average streets of that day.



The Pilot—Lighthouse of the Blue Ridge

Nearly two hundred years ago the first white pioneer saw and named Pilot Mountain. Twenty years and more ago the Pioneer of Insurance in North Carolina, Alexander Worth McAlister, found in its rockbound sides, its solid foundation, its splendid height and breadth of vision, an emblem of the solid and enduring institution which he aspired to build.

That was twenty years ago. He took the Pilot for his company's trade-mark and with his face ever set toward the rising sun of opportunity he has built wisely and well. Never radical in his views yet he has always stood out as boldly for clean solid business methods as that noble peak

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NORTH CAROLINA IS SURPRISE TO YANKS

Editorial Pen of Indianapolis Newspaper Comments on French Strother's Story

"Northern and Western people expect backwardness when they head to the southland," says the Indianapolis Star, which finds that there are a great many points as yet undiscovered by its compatriots and newspaper contemporaries. The newspaper goes into editorial rhapsodies regarding facts presented in the story of French Strother, recently appearing in the "World's Work."

Mr. Strother had written his story in the World's Work and to Charles B. Aycock he gave the highest praise. The story has gone farther apparently, than any on the North Carolina subject. Irving Cobb tried his hand and of course demonstrated his ability to write, but not a great number of the readers of the country found anything in it worth quoting, save his stab at North Carolina statesmanship. Fact is, Cobb found nothing of that sort here. But Strother came to North Carolina and found some spiritual equations. These he has set down with reasonably few errors, but with enough of them to make daily newspaper guys wonder how anybody with all the time that he had could get facts wrong.

The paper finds that North Carolina pays more taxes to the federal government than Indiana does and is overtopped only by New York and Pennsylvania. "It ranks just after

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FOLGER TO REPRESENT A. A. A.

Lee A. Folger, former president of the Carolinas Automotive Trade Association, also of the Charlotte Automotive Trade Association, has been appointed Carolinas representative for the Contest Board of the American Automobile Association. The appointment was made by Richard Kennerdell, chairman of the board just following the Charlotte races. Mr. Folger, who was one of the leading factors in the erection and development of the Charlotte speedway, will have direct charge of all matters in the Carolinas relating to racing under the rules and sanction of the A. A. A.

INVENTS SIGNAL AND TRAFFIC RECORDER

Safety Signal Devise in Use in Asheville is Invention of Citizen of Western Carolina City

Asheville is recording traffic density through the invention of Charles E. Lyman of that city finding that 75,000 vehicles pass the intersection of two of its prominent streets each week. This is only the one-way figures. The traffic counter shows an increase on Saturdays and Mondays over any of the other days of the week. While the machine is built principally as a traffic signal, serving as a warning to pedestrians and others it has in addition the counting facility.

Paragraphs quoted from a letter written by Mayor John H. Cathey are particularly illuminating and were inspired by a dispatch appearing in the New York Times regarding an invention seemingly similiar of a Frenchman. Mayor Cathey immediately addressed a letter to the Times which was published in full on the editorial page of that paper. The letter is quoted as follows:

"My attention was recently called to a special cable from Paris in your

(Turn to Page 18)

FREE AIR and BLOW-OUTS

Received in the mail of the Carolina Motor Club on the stationery of a Virginia hotel is this hastily penned note of a tourist:

First Tourist: "Why did Washington cross the Delaware?"

Second Ditto: "He was trying to detour Virginia."

Those folks who used to put all their earnings on their backs, now put 'em in their hacks.

There are mistaken instances when folks think they can scare a locomotive with an automobile horn.

"Say Pat, how do you like prohibition?"

"Sure an' its better than no likker a'tall."

While we are not saying anything about sardine cans, a recent accident near Marion, N. C. reported eleven persons injured in a small car.

1890: Wine, Women and Song. 1924: Moonshine, flappers and static.—New York Telegram.

Ole—"Tillie, will ye marry me?"
Tillie—"Yes, Ole."
A long deadening silence falls. Finally it is broken.
Tillie—"Vy don't you say something, Ole?"
Ole—"I tink I say too much already."—Mack's Bulletin.

One kind of patching the modern girl knows about is patching automobile tires.—Columbia (S. C.) Record.

We recommend that the level of all highways be raised so that motorists may see over the billboards.

A man walked into a garage where his car was being repaired, and was heard to reprimand the garage owner for telling him how to run his own car, saying: "This is my car, and what I say goes."

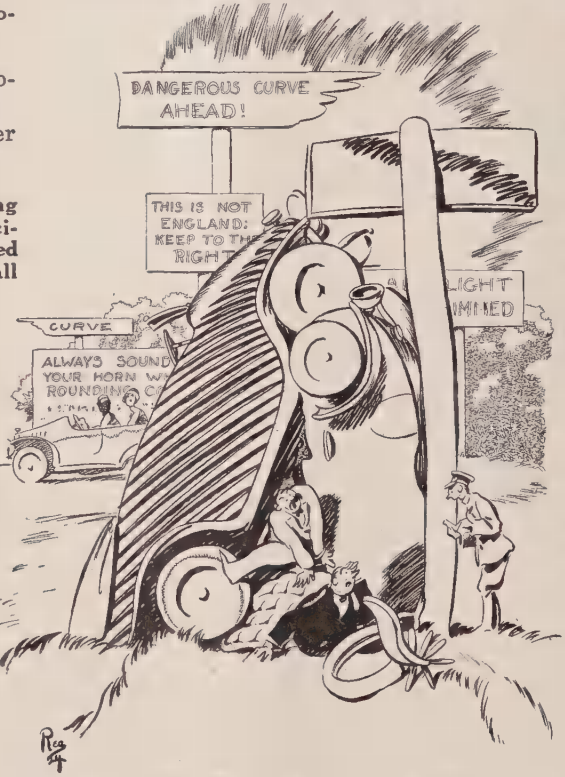
A moment later a tired, greasy mechanic looked from under the car and said: "You darned fool, say 'Engine!'"—Everybody's Magazine.

The automobile always beats the train across the track, barring accidents.

Statistics: Killed by gas in 1923—32 inhaled it; 140 lighted matches in it; 10,000 stepped on it.—National News.

"Does the baby take after his father, Mrs. Jones?"

"Yes, indeed. We took his bottle away from him, and the little darling tried to creep down the cellar steps."


DANGEROUS CURVE AHEAD!
THIS IS NOT ENGLAND: KEEP TO THE RIGHT
LIGHT
MMED
CURVE
ALWAYS SOUND YOUR HORN W ROUNDING C
Reg 24

Patrolman: "To what cause do you attribute the accident?"

Victims: (In unison) "We were trying to read all the safety signs." —Cut Courtesy Life.

The greatest need is for a car that will stop and count ten before it attempts to pass another on a narrow road.

Some salesmen are automotive: they have high-compression, are a large bore and have an eight-cylinder line.

Injured Motorist—Doctor, tell me the worst!

Hospital Surgeon—Well, two wheels and the radiator were broken!

It is said that the balloon tire idea came from a dream resulting from an over-dose of doughnuts the night before.

He—"Say, my car burned up last night."
She—"That so? Get anything out of it?"
He—"Well, I got to light my cigarette."—Mack's Bulletin.

Possbily those who fail to courtesy-dim are weak around the head-lights.

"Th' noive of that guy," complained the office boy, "offerin' me six dollars a week! Wot does he t'ink I am—a college graduate?"—Angier Idea.

Somebody said that a number of things were shaped like automobile tires—invalid cushions, funeral wreaths and halos.

Johnny (returned from Sunday School): Mother, have they got any automobiles in heaven?
Mother: Why?
Johnny: Because at Sunday School everybody sang, "If We Love Him Here Below, He Will Take Us Home On High."

Slow thinkers used to live longest but the automobile has changed all this.—Mack's Bulletin.

Traffic Cop: "Hey, you! Didn't you hear me yelling for you to stop?"
Auto Driver: "Oh, was that you a-yelling? I thought that was just somebody I had run over.

Many a flame is started by the flicker of an eye-lid.—Columbia (S. C.) Record.

In trying to keep in mind all the parking rules, it is well for every driver to remember that the patrol wagon can park at will any old place.—Detroit Motor News.

SOUTHERN RAILWAY SYSTEM

Keeping pace with North Carolina

North Carolina is setting a vigorous pace.

Government reports show that—

> North Carolina, in twenty years, has made a gain in wealth from less than 700 million to more than four and a half billion dollars.
>
> In ten years, while the rest of the country has gained 72%, North Carolina has added 176% to her wealth.
>
> From less than 100 million dollars twenty years ago, the manufacturing output of the State has risen to nearly a billion dollars a year.
>
> The value of farm properties is five times and the value of farm products nine times the value of twenty years ago.

Amazing has been the industrial advance of North Carolina. And the State has only just begun to grow. The progressive population which has capitalized this opportunity inevitably will carry the State forward to greater industrial activity and increasing prosperity.

The Southern Railway has had to keep pace with North Carolina, because industry cannot expand without adequate transportation facilities.

With courage and foresight, and an abiding faith in the future of North Carolina, the Southern has gone steadily ahead, in good years and bad years, putting new capital into its property—improving its lines for heavier traffic, acquiring equipment of greater capacity, and increasing the ability of the road to provide dependable and adequate service.

> In 1923 the Southern produced 1,794,000,000 ton miles of freight transportation in North Carolina, an increase of 82% over the 987,000,000 ton miles produced ten years before, in 1913.
>
> We provide transportation for more than 75% of the raw materials and finished product of the cotton mills along the Southern Railway in North Carolina with their 4,600,000 spindles.
>
> The tobacco industry of North Carolina, first among the States in the manufacture of tobacco products, depends largely upon the Southern for the movement of its raw materials and finished output.
>
> The furniture industry of North Carolina had its beginning, and has grown to its present commanding position, on the rails of the Southern.

We have established on our own initiative, and have maintained, freight rates which have enabled the North Carolina manufacturer to unlock the doors of all markets to North Carolina products.

The Southern is proud of its ability to keep pace with North Carolina.

THE SOUTHERN SR SERVES THE SOUTH

The **SOUTHERN SERVES THE SOUTH**

CAROLINA AUTOMOTIVE TRADE BULLETIN

Published by THE CAROLINA AUTOMOTIVE TRADE ASSOCIATION
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December, 1924 *"For Service and Efficiency in Business"* Number 9

GASTONIA

By R. V. Williams

Messrs. A. J. Melvin and C. E. Jackson have formed The Gastonia Auto Parts Co., purchased the business of E. T. James and Co., and are handling the Chrysler car. They have already placed several of these "classy" cars and are beginning to develop quite a large business judging from the callers at their show rooms.

The Dodge Brothers Agency, represented in Gastonia by Hicks-Lambeth Co., have taken over the entire Shuford Building on West Airline, moved in and are making it an attractive building. Mr. R. L. Hicks has severed connections with this firm and it is now being managed by F. P. Litton. Genial Rob McLean remains as salesman with them.

The "Hupp" car is not represented in Gastonia. Now that election is over, cotton mills resuming full time work and the splendid field Gastonia controls in the sale of cars some live, wide-awake dealer could do well with the "Hupp" in this city.

ROCKY MOUNT

By Frank G. Dawson

Flake B. Chipley, Packard dealer, reports sales good for this time of year.

J. H. Fenner, manager W. E. Fenner Auto Co., Studebaker dealers, has just enlarged their building, extending it through from Washington St. to Albemarle Avenue.

Rose-Buick Company have recently enlarged and beautified their show rooms and are installing steel and glass equipment for the better display of accessories, of which they intend to carry a complete stock. Howard L. Rose is well pleased with Buick sales.

D. O. Bulluck, manager of Bulluck Auto Sales Co., Chevrolet dealers, who recently held a one hundred hour test of the Chevrolet car here, reports that the distance covered was 1779.3 miles, using 70¾ gallons gas an 3 quarts of oil. This is an average of 27 7-50 miles per gallon of gas and 593.1 miles per quart of oil. A prize of $50.00 was given to the person guessing nearest the distance the car would cover during the 100 hours. The winner guessed 1780 miles.

Henry W. Cutchin, president and general manager of Edwards-Cutchin Motor Co., Hudson and Essex dealers, reports car sales below normal for this season of the year. He attributes this condition in some measure to the long rainy spell of September which not only reduced crops but delayed the harvesting and marketing at least thirty days. This is one of the largest and best equipped garages in the state, supplying the car owners entire needs under the one roof.

George T. Burnette, Ford-Lincoln-Fordson dealer, has converted the Washington Street end of his building into a well appointed show room, moving his stock to the Rose Street end of the building.

GOLDSBORO

By H. E. Parker

The Spence Motor Co., representing Dodge Brothers, is displaying a

North Carolinians would do well to see "North Carolina first"—There is plenty to see!

Located on the Direct
and Best Route South

Splendid Dining Room

HOTEL BURTON
H. M. HENKEL, Manager
DANVILLE, VIRGINIA

We Cater to Automobilists.
Well Located-Near Garages

Road Information Given

full line of Dodge cars and reports a very satisfactory early fall business. The Spence Motor Co. is affiliated with the Trade Association and Mr. Spence is a member of the Club.

The Goldsboro Garage and Motor Transport Co. is justly proud of its fine new show room on N. Center St. This organization is the distributor for Cadillac in eastern North Carolina and local dealer for Buick. Their present quarters enable them to exhibit to best advantage many of the fine models of both lines.

The Scott Motor Co., handling Hudson and Essex, claim to have placed recently more moderate priced closed cars than any other dealer in this section. Close observation on the streets seems to bear out this claim.

———o———

GREENVILLE—By B. Frank Patrick

Greenville dealers are doing their share of selling cars these days. With prices good there is a brisk demand.

Sugg Motor Company, official garage for C. M. C., are doing splendid business. The Oldsmobile has become quiet popular and Mr. Sugg seems very well pleased over his sales. E. G. Flanagan, of John Flanagan Buggy Co., says they have had splendid results in the sale of Lincolns; Fords always sell.

Summerell Motor Car Company, with B. S. Summerell as manager recently moved into a new building of its own.

———o———

ASHEVILLE—By H. C. Iddings

The B. and B. Motor Co., local dealers of the Chevrolet have taken on the Oldsmobile line of cars.

The Tate-Morrow Motor Co. has been sold recently to the Webb Motor Co. which is composed of C. A. Webb, Jr. and George D. Stevens. They will continue to handle Buicks in this territory. Mr. Webb, who has been connected with the Asheville Citizen and who is a popular young business man of the city, is the active manager.

The Richbourg Motor Co., local dealers for Fords have been co-operating with many of the schools in this district by putting educational films distributed by the Ford Motor Co., at the disposal of the schools for benefits of various kinds. About thirty films have been shown during the past twelve months.

E. C. Sawyer, president of the Sawyer Motor Co., commented on the fact that their highly satisfactory business of the past few months has been due partially to the increased output of the Dodge factory which has enabled the distributors to deliver their cars with reasonable promptness.

The Weaver Motor Co., distributors for the Hudson and Essex have recently received a letter from the factory complimenting them on their record of the past few months. They are the only distributors in North Carolina and one of five in the entire South to sell their factory made quota of cars, according to this letter.

The Plemmons Motor Co., local dealers for the famous Packards, has added the new Chrysler to their line. They report that this car in all it's models has been accorded an enthusiastic reception by the buying public of Asheville and its environs.

The Asheville Overland-Knight, Inc. have a right to be jubilant over the result of a sales contest between them and the Overland-Knight retailers in Charlotte and Norfolk. Although organized on a quota basis the local dealers outsold both their competitors regardless of the quota. They have sold and delivered 47 new and 74 used cars during the month of July and August.

During the week of September 15th the Logan Motor Co. introduced the new line of Studebakers. The show room was decorated to represent an outdoor scene with the machines placed deep in autumn leaves. The scenery, however, was unnecessary to the throngs of people which crowded the show room and which we too interested in the machines and their distinctly new features to look elsewhere. The crowds were entertained by an orchestra and by a super-radio constructed by an employee of the firm.

(Turn to Page 19)

SAVE MONEY!!

25 CENTS out of EVERY DOLLAR is the potential SAVING represented in purchase of Automobile Mutual Insurance

FIND OUT WHY

?

Return the coupon below and we will give you a proposition of insurance for YOUR AUTOMOBILE

AUTOMOBILE MUTUAL INSURANCE AGENCY, INC.
Jefferson Standard Building
GREENSBORO, N. C.

Name ________________
Address ________________
Make and Model of Car ________ *Year* ______
Expiration of Present Insurance ____________
12-24.

INVENTS SIGNAL AND TRAFFIC RECORDER

(Continued from Page 13)

issue of Aug. 8 describing 'Experiment now being made near Bordeaux at crossroads with automatic danger signals,' stating that this signal consisted of a metal plate laid in the roadway so that when a vehicle passes over this plate, or device, an electric contact is made, operating a signal at a danger point ahead in order to warn pedestrians that a vehicle was approaching. In addition to the signal, both by gong and red light, the latest attachment of Mr. Lyman, which we have recently installed on Biltmore Avenue, our main street, leading south out of Asheville, is an automatic counter which registers every car passing over the plate.

"The signal as described in your paper seems to be identical with the one whe have in use here and which has proved very satisfactory. I should like to state that the signal longest in use in Asheville has operated daily for four years with an average of 3,000 cars a day, and at this particular point there has been only one accident, this accident being caused by the driver of the car mixing alcohol with the gas."

YOUR WORK vs. YOUR DRIVING

(Continued from Page 11)

excuse was that he thought it was going in the opposite direction, but those who support the theory that one's business is greatly responsible for one's characteristics and record in driving contend that he was merely the victim of his profession.

The working man who drives a car is generally considered to be as safe as the average, provided he can read warning signs and is familiar with the motor vehicle laws. The proposed investigation, however, proves otherwise, particularly if it is discovered that certain occupational diseases render their victims undesirable as motor drivers. It may be discovered, for instance, that a bricklayer makes a better driver on the average than a plasterer, or vice versa.

MAKE YOUR CAR
LOOK YOUNG AGAIN
WITH DUCO!

DuPont Duco, the finish which is the outstanding sensation of the automotive industry is now available for refinishing automobiles.

Used as standard by eleven manufacturers on more than thirty-five models, it is the ideal material to renew the original beauty of your car.

Charlotte Duco Finishing Co
Charlotte, N. C.

DU PONT DUCO

It's Not a Home 'till it's Planted

It's only just a house until you have some Roses over the porch, Shrubs for the border, and Shade Trees for the lawn. Let our landscape planners help you. Write us. Also send for our new catalog of ornamentals and fruit trees.

J. VAN. LINDLEY NURSERY CO.
Pomona, North Carolina

HOWARD-HICKORY NURSERY
Hickory, Catawba Co., N. C.

¶ Plan to visit us as you go to the mountains. A glad-hand will be extended you.

W. H. FISHER COMPANY
INCORPORATED

PRINTING
ENGRAVING
DESIGNING

P. O. BOX 393 PHONE 134

GREENSBORO, NORTH CAROLINA

ASHEVILLE

(Continued from Page 17)

The Motor Co., local distributors for the Hupmobile, have been receiving many inquiries concerning the new eight cylinder car recently announced by the Hupp Motor Car Corp.

KINSTON

By W. F. Shipman

The Overland-Willys-Knight dealers here have had a big month in the sale of their products. Having completely sold every car in stock including demonstrators. But are expecting a shipment any day of the Overland coupe-sedan.

The Carolina Peerless people, dealers for Peerless and Chevrolet have given space in their show room for the local office of the Carolina Motor Club. The show room is being greatly enlarged to make room for the new models.

The Carter-Cobb Motor Co., of Greenville, N. C., recently opened up business in a new brick building back of the National Bank of Kinston on Gordon Street. The above mentioned firm are dealers and distributors of the Oakland.

The Spear Motor Co., Ford and Lincoln dealers report a very successful month in distribution of their products. They have just completed a two story brick building with floor space of 210 by 65 feet adjoining rear of present place of business.

NORTH CAROLINA IS SURPRISE

(Continued from Page 13)

Michigan," the Star says "in the manufacture of furniture, and is neck and neck with Massachusetts in the weaving of textiles. Seven years ago North Carolina spent $1,000,000 a year on school maintenance. Last year it spent $23,000,000. The value of school buildings and grounds in 1900 was one million, in 1920 it was $48,000,000. The state has within the last three years spent $76,000,000 to build 6,000 miles of macadam and concrete roads connecting the county seats of its hundred counties. It has multiplied its total wealth by ten in the last 20 years. Its bank deposits in 1900 were $18,000,000, in 1923 they were $345,000,000."

There is mighty big boosting all over the page, one of the contributors telling what he had experienced in roads wherever he had touched North Carolina.

A ROMANCE OF TWO DECADES

(Continued from Page 13)

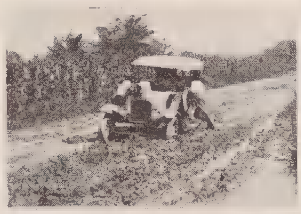
stands out against the rays of the setting sun.

The Pilot companies have played no small part in North Carolina's Romance of Two Decades and today this pioneer of the Insurance world is happy in watching the ascendency of his company—The Pilot Life of Greensboro, North Carolina—toward the zenith of the insurance firmament. Watches it rise and dreams practical dreams for its future of solid service to mankind.

"Permanent Garages"
A BOOK OF PLANS
and SUGGESTIONS
IS YOURS FOR THE ASKING
OETTINGER LUMBER COMPANY
GREENSBORO NORTH CAROLINA

INDIAN MOTORCYCLE
The universal Police Motorcycle with the left hand throttle control, leaving the right hand of the law free for action.

A competitive demonstration will convince you of the superior qualities of the Indian for police work.
Wire or Write for Demonstration
TILLEY'S CYCLERY
Distributors
Raleigh, N. C.



As in roads there is a difference in engravings and the finished picture in print is as much affected by the quality of the engravings as the comfort of the motorist is affected by the road.
Our business is producing clean, deep etched engravings that print clearly and produce a picture that leaves nothing untold.
Of this, the pictures in the Carolina Motorist and the attractive cover each month are evidence.
BIERMAN ENGRAVING CO.
DESIGNERS
ILLUSTRATORS
RETOUCHERS
SHADING TINTS
ZINC ETCHINGS
EMBOSSING DIES
HALFTONES
COLOR PLATES
COR. CHURCH AND 4TH ST.
TELEPHONE 1203
CHARLOTTE, N. C.
COR. DAVIE & SYCAMORE STS.
TELEPHONE 1756
GREENSBORO, N.C.

If, in trying out the demonstrator of a new make of car, you are not certain whether the failure of the car to reveal "snap" and "ginger" is the result of tight bearings or lack of power try the test of noting how long the engine spins after you have switched off the ignition. A tight engine will stop almost instantly.

That special jack you have kept for years is a dandy, no doubt, but now that you're changing to a car with balloon tires don't make the mistake of swapping jacks when the salesman delivers the new bus. The old jack is not suitable for use on a balloon-tired car. The one the manufacturer puts in the car is the one you need.

It sometimes happens that after you have switched off the engine with the idea of stopping for a passenger to alight the latter will change her (seldom "his"?) mind and tell you to go on a little farther. Carelessly you switch on the ignition again and the engine starts off again before it has come to a dead stop. The danger lies in the fact that one of the cylinders may fire at the wrong time, reverse the egnine and send a hazardous backfire through the intake.

In shopping around for a new car you may hear a lot about torque—that mysterious something that very few people know very much about. To start with, remember that torque is "turning effort," and that as such it is a form of energy. Torque is not the same as horsepower, because in the latter the element of time is considered. A one-horsepower engine is capable of doing 33,000 foot-pounds of work per minute. It is torque more than horsepower that determine whether an engine pulls best at low, medium or high speed. Engineers can determine the horsepower of an engine from a knowledge of its torque.

Big improvements in little things will soon be demanded by the discriminating car owner. Perhaps the most important of these will be a guage that will tell the car owner at a glance just what the quality of his oil is. These oil level indicators on modern engines tell nothing but the quantity of lubricant in the crankcase and register just as well if half the so-called lubricant is gasoline that has leaked past the pistons. Just because the indicator says "full" is no reason to suspect that the engine has sufficient lubrication. It may be several quarts shy of real oil. Those early dash pump indicators that used to whirl around to show that the engine oil was being circulated had some advantages over the calm needle indicator of today. The driver could at least see the oil and sometimes tell whether or not it was equal to the job.

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THE CAUSE OF YOUR DEATH

(Cont'nued from Page 10)

"Signs should in all cases be black letters upon a white background, or white letters upon a black background. Signs should be illuminated on a basis of 10 footcandles per square foot for the 25 foot distance. All drivers of motor vehicles must have their vision checked at least once in three years."

The benefits to the public would more than offset the trouble to which a driver of a motor car would be placed in having some such a measure in effect. And thru the agency of the Carolina Motor Club in its various branches, the information relative to such a measure could be given to the public.

LOOK
AUTO SUPREME OIL
for the Sign of the ORANGE DISC
3373

Motorists will always find a hearty welcome and prompt service with THAT GOOD GULF GASOLINE and SUPREME AUTO OIL

"At the Sign of the Orange Disc"

GULF REFINING COMPANY

AUTOMOBILES *and* WHERE *to* BUY THEM

BEING THE MEMBERS OF THE CAROLINAS AUTOMOTIVE TRADE ASSOCIATION

Aberdeen

Franklin Sales Co.------Franklin

Asheboro

Asheboro Motor Car Co.-Ford-Lincoln-Fordson

Asheville

Asheville Over-W.-K.---Overland-W.-K.
Franklin Motor Co.-----Franklin-Chandler
Sawyer Motor Co.------Dodge
Richbourg Motor Co.----Ford-Lincoln-Fordson
Weaver Motor Co.------Hudson, Essex
B. & B. Motor Co.-----Chevrolet

Albemarle

Mutual Motor Sales Co.-Hudson-Essex
Stanley Auto Co., Inc.---Lincoln-Ford-Fordson

Banner Elk

F. M. Richards--------Buick

Canton

W. S. Martin----------Buick

Charlotte

C. C. Coddington------Buick
International Harvester I. H. C.
Burwell-Harris Co.-----Nash
Carolinas Auto Sup Co.--Accessories
Wadsworth & Sehorn Co. Reo
Wilson Motor Company-Ford-Lincoln-Fordson
Ko-Mo Supply Co.-------Accessories
Pyramid Motor Co.-----Ford-Lincoln-Fordson
Charlotte Motor Car Co.-Hupmobile
Etheredge Motor Co.---Ford-Lincoln-Fordson
B. D. Heath Motor Co.--Hudson-Essex
Chas. E. Lambeth Co.---Dodge
Glasgow-Stewart & Co.--Wholesale Auto. Equip

Concord

Cabarrus Motor Co.-----Lincoln-Ford-Fordson
Standard Buick Co.----Buick
Concord Motor Co.-----Hud.-Essex.Over.-W.-K.

Danville, Va.

Owens-Merritt Co.------Wholesale Auto Equip.

Durham

Carolina Sales Co., Inc.-Studebaker
The Worth Motor Co.---Dodge and Trucks
The Nicholson Motor Co.Nash and Service
Five Points Auto Co.----Buick
Pridgen Motor Co.------Packard-Hupmobile

Edenton

Hobbs and Ward-------Chevrolet-Hud.-Essex

Enfield

Payne & Williams------Lincoln-Ford-Fordson
Enfield Motor Co.------Durant-Star

Fayetteville

Jas. S. McNeill--------Buick-Paige
Bowles Motor Car Co.-Studebaker
Lewis Motor Car Co.---Dodge

Franklin

T. W. Porter----------Buick

Gastonia

Thomas L. Craig-------Nash

Goldsboro

Spence Motor Co.-------Dodge & G. B. Trucks

Greensboro

Guilford Motor Car Co.-Nash-Franklin
Greensboro Motor Co.---Buick
McGlamery Auto Co.----Ford-Lincoln-Fordson
T. & H. Motor Co.-----Moon-W.-K.-Overland

Greenville

Flanagan Buggy Co.----Ford-Lincoln-Fordson

Henderson

Landis Motor Company-Oakland-Buick-Chev.
Corbitt Truck Co.------Mfgs. Corbitt Truck

Hendersonville

Wetmur Motor Co.-----Ford-Lincoln-Fordson

High Point

Wilson Motor Co.-------Ford-Lincoln-Fordson
White Way Motor Co.---Buick

Kinston

Spear Motor Co.-------Ford-Lincoln-Fordson
Kinston-Buick Company-Buick
Caroline Peerless Co.---Chevrolet
Kinston Garage --------Hudson-Essex-Cadillac

Laurel Hill

Pate-Overland Company-Overland

Laurinburg

McNair Automotive Co.-Buick

Leaksville

Jones Motor Company--Ford-Lincoln-Fordson

Lenoir

Merritt Motor Company-Ford-Lincoln-Fordson

Lexington

Woodrow McKay-------Ford-Lincoln-Fordson

Lincolnton

John K. Cline & Son---Buick
Byars Motor Co.-------Lincoln-Ford-Fordson

Marshville

Marshville Motor Co.----Ford-Lincoln-Fordson

Mebane

Elkins Motor Car Co.---Willys-Overland, Nash

Midland

Midland Motor Co.-----Ford-Lincoln-Fordson

Monroe

Monroe Motor Company Studebaker-Dodge
Seacrest Motor Co.----- Buick
Henderson Motor Co.---Ford-Lincoln-Fordson

Mooresville

Doggett-Moore Car Co.-- Lincoln-Ford-Fordson
Birdsall-Smith Motor Co.-Durant-Star-Franklin

Morganton

Erwin Bolton Motor Co.-Durant-Star

New Bern

New Bern Motor Co.---Lincoln-Ford-Fordson
Craven Motor Co.-------Overland-W.-K.

Oxford

Cooper Motor Co.------Ford-Fordson

Raleigh

Nash Motor Sales Co.---Nash
Taylor-Buick Sales Co.-- Buick
Franklin Auto Sales Co.-Franklin
Chipley Motor Co.-- ----Packard and Service
Yates Auto Service-----Gen. Repairs
Boylans, Inc. ----------Interstate Equip.

Continued on Page 24

Official Garages

(Town, Name, Hours for Service, Phones—Day and Night, in order.)

Advance—Riverside Motor Co.—(Winston to Mocksville Hwy. No. 65) Phone Clements Ex.
Albemarle—Auten-Wolf Motor Co.—All Hours—126-126.
Ansonville—Little Motor Co.—6:30 A. M.-7:00 P. M.—35-28.
Asheboro—Asheboro Motor Co.—7 A. M.-8 P. M.—175.
Asheville—Weaver Motor Co.—8 A. M.-7 P. M.—2211-840-L-3.
Asheville—Cazel Auto Service Co.—12 A. M.-12 P. M.—358-
Bailey—Auto Service Co.—7 A. M.-9 P. M.—10-1-10-2.
Beaufort—Paul's Garage—7 A. M.-6 P. M.
Biltmore—Gould Motor Co.—All Hours—1408-W.
Blowing Rock—Service Garage—All Hours.
Brevard—McCrary Motor Co.—6 A. M.-12 P. M.—198.
Bryson City—Floyd Motor Co.—7:00 A. M.-6:30 P. M.—182.
Burlington—C. P. K. Motor Co.—7. A. M.-8 P. M.—825.
Burlington—Cobb Motor Co.—6 A. M.-12 P. M.—Day 729, Night after ten 605-J.
Cary—Wilkinson Garage—7 A. M.-7 P. M.—Cary Central.
Colfax—No. 60—Stafford Bros. Garage—7 A. M.-8 P. M.—(Phone Stack Bros. Store)
Conover—Conover Motor Co.—7 A. M.-8 P. M.—301-J.
Chadbourn—D. R. Connor's Garage—7 A. M.-6 P. M.—2 Rings; 3 Rings.
Charlotte—Rust Motor Co.—7:30 A. M.-6 P. M.—218 (Studebaker service only.)
Charlotte—M. & H. Motor Co.—7:30 A. M.-6:30 P. M.
Charlotte—Bradshaw Auto Service Co.—Never Close—1653-
Charlotte—Alex's Place—R. F. D. No. 8—All Hours—(Gas, & Tire Service Only.)
Clayton—Berts Filling Station—6 A. M.-10 P. M.—483-270-354.
Clinton—Henry Vann—6 A. M.-12 P. M.—155-206.
Concord—Cabarrus Motor Co.—6 A. M.-11 P. M.—400-132-L.
Danville, Va.—Lovetown Motor Co.—(Automotive Service Corp.)—7 A. M.-7 P. M.—45-F-1.
Denton—R. A. Allen—7 A. M.-7 P. M.—Day 60, Night 69.
Draper, N. C.—Auto Repair Co.—7 A. M.-9 P. M.
Dunn—J. W. Thornton—6 A. M.-9 P. M.—172-141.
Durham—Durham Motor Car Co.—7 A. M.-9 P. M.—410.
Durham—Harris Filling Station—6:30 A. M.-11 P. M.—635-
Durham—Public Filling Station—8 A. M.-10 P. M.—1576.
Durham—Pridgen Motor Co.—327-666.
Durham—Travelers Filling Station—Route 2—7 A. M.- 10 P. M.—810-L.
Edenton—Auto Service Station—7 A. M.-6 P. M.—135.
Elizabeth City—Auto Gas Engine Works, Inc.—(Ford and Lincoln service only)—7:30 A. M.-5:30 P. M.—233-326.
Elkin—Greenwood Auto Company—6:30 A. M.-7:30 P. M.—197.
Elm City—Braswell Motor Car Co.—All Hours—237.
Fairmont—Webster Motor Co.—7 A. M.-8 P. M.—39-24-23.
Fallston—Smith's Service Garage—6 A. M.-9 A. M.
Farmsville—Pollard Auto Co.—7 A. M.-6 P. M.—747-87.
Fayetteville—Universal Garage Co.—7:30 A. M.-6:30 P. M.
Fayetteville—Lewis Motor Co.—All Hours—1082. (Dodge service only.)
Fayetteville—J. & N. Motor Co.—7 A. M.-6 P. M.—75-75.
Fayetteville—Shuler-Morgan Co.—7 A. M.-6 P. M.—582-905-L-835-L.
Fayetteville—McNeill Motor Co.—7 A. M.-6 P. M.—878-878.
Fayetteville—Simmons Auto Co.—All Time—1126-1126.
Franklin—Porter Motor Co.—7 A. M.-9 P. M.—45-45.
Franklinville—Franklinville Motor Co.—All Hours—95-95.
Gaffney, S. C.—Cherokee Garage—All Time—155-335.
Gastonia—Red Lion Service Co.—7 A. M.-10 P. M.
Gastonia—East Airline Filling Station—7 A. M.-9 P. M.—1036.
Gastonia—West End Filling Station—6 A. M.-9:30 P. M.—155-M.
Gastonia—Morton & Patterson—6 A. M.-12 P. M.—474-L-
Gastonia—A. G. Roach—7 A. M.-7 P. M.—591.
Gastonia—Klutz Auto Shop—7 A. M.-6 P. M.—367-J-367-L.
Gastonia—Lowell Garage.
Gastonia—Plylers Garage—7:30 A. M.-9 P. M.
Gastonia—Wilson-Lancaster—7 A. M.-6 P. M.
Gastonia—Hicks-Lambeth Motor Co.
Gastonia—Craig Chevrolet Co.—7 A. M.-7 P. M.—918-918.
Goldsboro—Harris Motor Co.—7 A. M.-10 P. M.—838-482.
Greensboro—Guilford Motor Car Co.—7 A. M.-12 P. M. for storage—8 A. M.-6:30 P. M.—166-166. (Franklin and Nash service only.)
Greensboro—Mebane-Rossell-Cress, Inc.—(Dodge service only)—7:30 A. M.-6 P. M.—2351-2351.
Greensboro—Thos. C. Hunt, Inc.—8 A. M.—6 P. M.—260-227-J. (Packard service only.)
Greensboro—Ozment's Garage—Route 3—7 A. M.-6 P. M.
Greensboro—Armfield Motor Co.—All Hours—1918
Greensboro—Asheboro St. Garage—6:30 A. M.-10:30 P. M.
Greensboro—Dixie Sales Co.—7 A. M.-6 P. M.—1123.—(Ignition service.)
Greenville, N. C.—Sugg Motor Co.—7:30 A. M.-9 P. M.—429.
Henderson—Landis Motor Co.—7 A. M.-6 P. M.—654.
Hickory—Hickory Auto Corporation—6 A. M.-11 P. M.—405-24.
Hickory—Standard Garage & Sales Co.—6:30 A. M.-10:00 P. M.—210.
High Point—White Way Motor Co.—7:30 A. M.—10 P. M.—393.
High Point—Sheraton Garage—All Hours, Close Sunday 9:30-1 P. M.—2485-2435—Road Service 7 A. M.-6 P. M.
High Point—The Motor Shop. "Anytime Anywhere."—2010-2665-6246.
High Point—North Side Motor Co., Station B.—6 A. M.-9:30 P. M.—7150-6483.
High Point—Wilson Motor Co.—Ford & Lincoln Service—6:30 A. M.-11 P. M.—332.
Hillsboro—Orange Motor Co.—7 A. M.-6:30 P. M.—98-110.
Jamestown—Jamestown Motor Co.—7 A. M.-10 P. M.—5321-5321.
Kannapolis—R. M. Housell Garage—6:30 A. M.-9 P. M.—33-133-150.
Kings Mountain—Kings Mt. Motor Co.—7 A. M.-6 P. M.—193-269.
Kinston—Kinston Garage, Inc.—6:30 A. M.-10:30 P. M.—414.
Laurel Hill—Pate-Overland Co.—7 A. M.-6 P. M.—3911-3095.
La Grange—Spence Auto Co.—7 A. M.-6 P. M.—246.
Laurinburg—McNair Automotive Co.—7 A. M.-6 P. M.—303.
Leaksville—Leaksville Motor Co.—7 A. M.-12 P. M.
Leaksville—Jones Motor Co.—7 A. M.-6 P. M.
Leaksville—Hampton Motor Co.—6 A. M.-10 P. M.
Lexington—John L. Trice—6: 30 A. M.-11:00 P. M.—442-
Liberty—Smith Motor Co.—7 A. M.-6 P. M.—75.
Lillington—Lanier Filling Station—All Hours—70.
Lincolnton—Hinson's Garage—7 A. M.-10 P. M.—291-296.
Louisburg—Beck's Garage—7:30 A. M.-11:30 P. M.—311-46.
Lumberton—Battery Service Co.—7 A. M.-10 P. M.—18-18.
Marshville—Marshville Motor Co.—7:00 A. M.-6:00 P. M.—154-142.
Maxton—Wilbarn Service Co.—7 A. M.-9 P. M.—215.
Mebane—James Warren Motor Co.—9 A. M.-6 P. M.—100-
Mebane—Elkins Motor Co.—7 A. M.-6 P. M.—134-91.
Mebane—Mebane Auto Co.—6 A. M.-9 P. M.—97-97.
Mocksville—Sanford Motor Co.—7 A. M.-10 P. M.—77.
Monroe—Monroe Motor Co.—7 A. M.-7 P. M.—599
Monroe—Secrest Motor Co.—7 A. M.-6 P. M.—310.
Morehead City—Service Garage—7 A. M.-6 P. M.—1-J.-10-J.
Morehead City—Morehead City Garage—6 A. M.-6 P. M.—100-122-J.
Morganton—Erwin Bolton Motor Co.—7 A. M.-6 P. M.—112.
Mt. Olive—J. L. Hatcher's Garage—7:30 A. M.-10 P. M.—32-133.
Mount Holly—K. & S. Filling Station—All Hours—433-433.
McAdenville—McAdenville Garage—7 A. M.-9 P. M.—2402-
Nashville—Wheeless Motor Co.—6 A. M.-10 P. M.—68-96-J.
New Bern—Service Motor Corp.—7 A. M.-12 P. M.—600-93.
Newton—City Service Station—7 A. M.-9 P. M.—197-141.
North Wilkesboro—W. W. Call Motor Co.—7 A. M.-6 P. M.—238.
Mt. Airy—T. J. Smithwick—7 A. M.-6 P. M.—265.
Oxford—Crenshaw Motor Co.—7 A. M.-6 P. M.—1635.
Pinnacle—Pinnacle Motor Co.—7 A. M.-10 P. M.
Raeford—Auto Inn—7 A. M.-10 P. M.—248-248.
Ranlo—Ranlo Service Station—6 A. M.-10 P. M.
Roanoke Rapids—Joyner Motor Co.—7 A. M.-6 P. M.—226.
Rockingham—Jenkins Buick Garage—7 A. M.-11:15 P. M.—341.
Raleigh—Motor Service Co.—6 A. M.-10 P. M.—777.
Raleigh—Yates Auto Service—7 A. M.-11 P. M.—505-505.
Reidsville—Square Motor Co.—7 A. M.-6 P. M.—357.
Rock Hill—Oakland Ave. Filling Station—7 A. M.-10 P. M.—331-475-W.
Rock Hill, S. C.—Roddey Reid Federal Co.—All Hours.—263-383.
Rocky Mount—Edwards-Cutchin Motor Co.—All Hours—362-
Roseboro—Underwood Motor Co.—6 A. M.-6 P. M.—18-18.
Roxboro—Crowell Auto Co.—7:00 A. M.-6:00 P. M.—77-109.
Rutherfordton—Tates Garage—7 A. M.-7 P. M.—99.
Salisbury—Lingle Motor Service—All Hours—1517-1517.
Sanford—Hanner Motor Co.—7 A. M.-6 P. M.—200.
Sanford—Perry's Garage—6:30 A. M.-12 P. M.—400-400.
Sanford—Jim's Service Station—6:30 A. M.-10:30 P. M.—477-477.

Shelby—Thompson-Higgins Motor Co.—All Hours—517-129.
Shelby—Kings Filling Station—All Hours—58-58.
Siler City—Elder Motor Co.—6:30 A. M.-8 P. M.—112.
Snow Hill—Moye Motor Co.—6 A. M.-10 P. M.—11-J-11-W.
Smithfield—Sanders Motor Co.—6 A. M.-11 P. M.—168-7406.
Southern Pines—Davis Motor Co.—7 A. M.-11 P. M.
Southern Pines—Federal Service Station—7 A. M.-12 P. M.—308.
Spartanburg, S. C.—Magnolia Oil Co.—6:30 A. M.-12 P. M.—1486-1486.
Spencer—Foreman's Garage—All Hours—1511-W-1422-W.
Spencer—Rowan Motor Co.—6:30 A. M.-10:30 P. M.
Spindale—Spindale Motor Co.—7 A. M.-8:30 P. M.—75-169.
Spray—Spray Motor Co.—7 A. M.-10 P. M.—297.
Star—Seward Garage—7 A. M.-6 P. M.
Statesville—Yount Motor Co.—7 A. M.-8 P. M.—41.
Sylva—J. S. Higdon's Garage—7 A. M.-7:30 P. M.—1.
Tarboro—Corbett Bros. Garage—7 A. M.-6. P. M.—49.
Thomasville—Arthur Black's Garage—7 A. M.-10 P. M.—448-448.
Thomasville—Route No. 2—Bob's Garage—6 A. M.—9 P. M.—5228.
Troy—Grant's Service Station—6:30 A. M.—10:00 P. M.—42-65.
Wadesboro—Blalock Motor Sales Co.—7:00 A. M.-5:30 P. M.—266-251.
Wadesboro—McRae Service Station—7 A. M.-10 P. M.
Wagram—Auto Inn—7 A. M.-10 P. M.—52-50.
Wallace—Wallace Motor Co.—7 A. M.-8 P. M.
Warsaw—Thomas Motor Co.—7 A. M.-6 P. M.—53.
Warsaw—Motor Service Co.—7 A. M.-7 P. M.—5-74.
Warrenton—Roy Davis Garage—7 A. M.-9 P. M.—60-143-J.
Waynesville—Duckworth Motor Co., Inc.—7 A. M.-6 P. M.—176.
Washington—Carrow's Garage—7 A. M.-6 P. M.—330.
Weldon—Bounds Motor Co.—7 A. M.-9 P. M.—207-226.
Wilmington—MacMillan & Cameron—All Hours—15-15.
Wilmington—McMillan & Marshburn—7:30 A. M.-7 P. M.—52-1417-L-2.
Wilson—Ruffin Filling Station—All Hours—912-626-478-1300.
Wilson—Welfare Auto Co.—7 A. M.-12 P. M.—305 Day and Night.
Winterville—A. G. Cox Mfg. Co.—6:30 A. M.-6 P. M.—2204-2204.
Winston-Salem—Stowes Garage—6 A. M.-12 P. M.—2232
Winston-Salem—Ideal Motor & Equipment Co.—All Hours—103-107.
Williamston—B. R. Barnhill Garage—7 A. M.-7 P. M.—201-158.

APPROVED SERVICE STATIONS

Asheville—Broadway Auto Service Station—No Road Service.
Asheville—Haywood Filling Station—No Road Service.
Asheville—(Charlotte St. Station)—Mutual Oil Co.
Asheville—Richbourg Motor Co.
Asheboro—Ingram Filling Station—(Gas, Oil & Tire Service)—Phone 220.
Black Mountain—Free Service Station.
Charlotte—McDonald's No. 1—614 S. Tyron St.—Free Road Service—4450.
Charlotte—McDonald's No. 2—1001 E. Fourth St.—No Road Service—4550.
Charlotte—McDonald's No. 3—Hutchinson & Statesville Ave.—No Road Service—6580.
Charlotte—McDonald's No. 4—2679 6th and College Sts.—No Road Service—2679.
Charlotte—Haralson & Grice—W. First & Church Sts.—Free Road Service, Gas, Oil & Tires Only)—4563.
Charlotte—Haralson & Grice—W. Bland & Merit Sts.—No Road Service—3569.
Concord—"King Tut" Service Station, No. 1—(No Road Service)—800.
Danville, Va.—Country Club Service Station.
Edenton—Triangle Filling Station—Phone 137.
Fayetteville—Quick Flash Service Station
Gibsonville—Ingle Motor Co.—Free Road Service—7 A. M.-9 P. M.—35.
Greensboro—Central Service Station—Fair Grounds—9182.
Greensboro—Boren & Swaim Service Stations (Gasoline and oil service only.)—7 A. M.-10 P. M.—51.
Greensboro—Winder Oil Co.—6 A. M.-12:30 P. M.—2605-
Greensboro—Hudson's Store—R. F. D. No. 3—Gas, Oil & Tourist Camp)—150.
Greensboro—General Greene Service Station—Tate St. and Walker Ave.
High Point—Cecil's Service—Phone 8145
High Point—Joe's Service Station—Gas & Oil Service—2837.
Kannapolis—Carolina Wayside Station—(Gas, Tire & Tourist Camp)—150.
Kinston—Lenoir Filling Station.
Laurinburg—Billies Midway Service Station—All Hours—47
Lumberton—Buddys' Service Station—217-J.
Lexington—Leonard & Wagner Tire & Service—(Gas, Oil & Tire Service)—382.
New Bern—Cavanaugh's Filling Station—Phone 427.
Raleigh—Allen's Service Station—Phone 2841.
Raleigh—Sir Walter Service Station.
Raleigh—Uncle Charlie's Service Station—Route No. 4—Gas Oil & Tire Service—Phone Rural 710-3.
Rocky Mount—Motor Inn—Free Road Service—186—(Main and Coast Line Sts.)
Salisbury—H. O. Service Station—1501.
Salisbury—Salisbury Motor Co.
Sanford—Green Top Filling Station—7 A. M.-6 P. M.—300-300. (Gas, Oil & Tire Service Only.)
Statesville—G. &. M. Service Station—596.
Spencer—Hardiman & Son Motor Co.—1365.
West Asheville—Mutual Oil Co.
Winston-Salem—Flynt Service Station—All Hours—7-7—(Gas, oil and tire service only.)
Wilmington—Hughes Sales & Service—2345.

APPROVED BATTERY STATIONS

Charlotte—Wilkinson Battery Service—Free Road Service—8 A. M.-6 P. M.—5444—(610 S. Tyron St.)
Greensboro—Greensboro Battery Station—7 A. M.-6:30 P. M.—1577-359-L-2.
High Point—High Point Battery Co.—Free Road Service—7 A.M.-6:30 P. M.—2754.
Raleigh—Southern Storage Battery Co.—Free Road Service.—1644.
Rocky Mount—The Electric Shop, Inc.—Free Road Service.—1056—(Washington and Hill Sts.)

APPROVED ELECTRICAL STATIONS

Greensboro—Dixie Sales Co.—7 A. M.-6 P. M.—1123.

APPROVED AUTO LAUNDRY

Greensboro—Suits-Me Laundry—Corner Davie and Gaston Streets.
High Point—Perfection Auto Laundry—Phone 2052.

APPROVED AUTO PAINT SHOP

Greensboro—Auto Painting Co.—204-206 W. Lee St.

APPROVED CAFES

Asheville, N. C.	New York Cafe
Asheville, N. C.	Cafe De Luxe
Albemarle, N. C.	City Center Cafe
Charlotte, N. C.	Raleigh Cafe
Fayetteville, N. C.	New York Cafe
Gastonia, N. C.	Loray Cafeteria
Greensboro, N. C.	Guilford Double Service
Hendersonville, N. C.	Sanitary Cafe
High Point, N. C.	Princess Cafe
Mount Airy, N. C.	Mid City Cafe
Rocky Mount, N. C.	New York Cafe
Salisbury, N. C.	Ford Cafeteria
Wilson, N. C.	European Cafe
Winston-Salem, N. C.	Princess Cafe

OFFICIAL INFORMATION STATIONS

Blowing Rock, N. C.	Mayview Manor
Chimney Rock, N. C.	Mountain View Inn
Durham, N. C.	Malbourne Hotel
Franklin, N. C.	Frank T. Smith, Druggist
Greenville, N. C.	Pitt County Chamber of Commerce
Gastonia, N. C.	City Pharmacy
Goldsboro, N. C.	Kennon Hotel
Henderson, N. C.	Vance Hotel
Hickory, N. C.	Hotel Haffey
Lake Junaluska, N. C.	The Southern Assembly
Laurinburg, N. C.	Chamber of Commerce
Linville, N. C.	Eseeola Inn
Morganton, N. C.	The Caldwell
Mt. Airy, N. C.	Blue Ridge Hotel
Oxford, N. C.	Exchange Hotel
Pinehurst, N. C.	Carolina Hotel
Raleigh, N. C.	Hotel Bland
Raleigh, N. C.	Yarborough Hotel
Rutherfordton, N. C.	Iso Thermal Hotel
Shelby, N. C.	Cleveland Spring Hotel
Southern. Pines, N. C.	Southern Pines Chamber Commerce
Waynesville, N. C.	Alexander Drug Store

APPROVED HOTELS

Asheville, N. C.	Margo Terrace Hotel
Asheville, N. C.	Battery Park Hotel
Asheville, N. C.	Langren Hotel
Asheville, N. C.	George Vanderbilt
Albemarle, N. C.	Hotel Albemarle
Blacksburg, S. C.	Gettys Hotel
Charlotte, N. C.	Selwyn Hotel
Danville, Va.	Burton Hotel
Danville, Va.	Leeland Hotel
Hendersonville, N. C.	The Carson
Hendersonville, N. C.	Kanuga Lake Inn
Kinston, N. C.	Hotel Marsh
Lexington, N. C.	Hotel Tull
Lincolnton, N. C.	Lincoln Lithia Inn
Mt. Airy, N. C.	Blue Ridge Hotel
New Bern, N. C.	The New Gaston
Raleigh, N. C.	Hotel Sir Walter
Reidsville, N. C.	Belvedere Hotel
Salisbury, N. C.	Yadkin Hotel
Statesville, N. C.	Vance Hotel
Southern Pines, N. C.	The Belvedere

AUTOMOBILES *and* WHERE *to* BUY THEM

Continued from page 21

Reidsville

Cardwell Motor Co.---- Dodge-Hudson-Essex

Roanoke Rapids

Roanoke Rapids Car Co.-- Ford-Lincoln-Fordson

Rockingham

Pee Dee Motor Co.------ Nash
Jenkins Buick Co.------- Buick-Cadillac-Packard
Lambeth's Inc.---------- Dodge

Rocky Mount

Edwards-Cutchin Co.---- Hudson, Essex
Geo. T. Burnett--------- Lincoln-Ford-Fordson

Roxboro

Crowell Auto Company- Ford-Lincoln-Fordson

Salisbury

Salisbury Motor Co.---- Buick

Sanford

B.-B. Service Station---- Buick

Scotland Neck

N. A. Riddick Motor Co.- Buick

Shelby

Hoey Motor Co.-------- Hudson-Essex
J. Lawrence Lackey Co.-

Spartanburg, S. C.

Ernest Burwell--------- Ford-Lincoln-Fordson

Spencer

Rowan Motor Co.------- Nash

Statesville

Carolina Motor Co.----- Ford-Lincoln-Fordson

Tarboro

Turrentine Motor Co.--- Ford, Lincoln, Fordson
Zeb C. Cummings------ Dodge, Nash

Vineland

Smith and McKnight--- Ford-Lincoln-Fordson

Wadesboro

Blalock Motor Co.------ Ford-Lincoln-Fordson
Huntley & Martin Co.--- Buick

Warrenton

Scoggins Motor Co.----- Chevrolet-Studebaker

Washington

Washington Motor Co.-- Lincoln-Ford-Fordson

Weldon

Weldon Motor Co.------ Ford-Lincoln-Fordson

Windsor

W. T. Tadlock---------- Chevrolet
Windsor Hdw. Co.------- Ford-Lincoln-Fordson

Winston-Salem

Lindsay Fischel Buick Co.- Buick
Carolina Olds Co.-------- Oldsmobile

Wilmington

W. D. McMillan, Jr.----- Buick
MacMillan & Marshburn- Dodge
R. F. Johnson---------- Wholesale Auto Equip
Auto Supply Co.--------
Overland-Knight Co.---- W.-K., Overland

Wilson

Motor Sales Co.--------- Hudson, Essex
Brown Motor Co.-------- Buick

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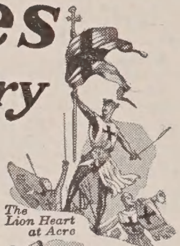

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Joan of Arc Burned at the Stake

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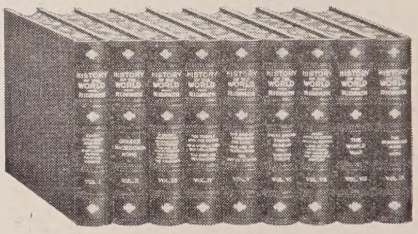

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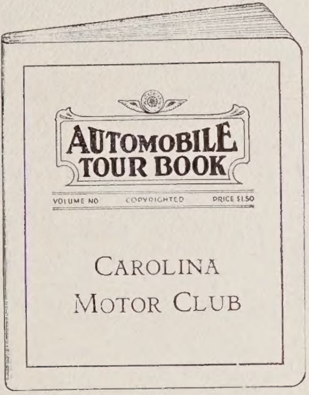

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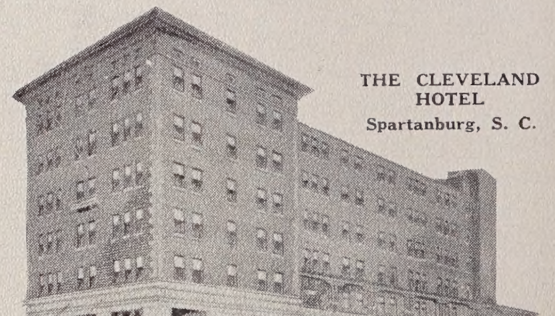

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